





“Children should be the first to benefit from mankind’s successes and the last to suffer from its failures ... For it is on how we bring up our children that our civilization is measured, our humanity is tested and our future is shaped.”

—JAMES P. GRANT
UNICEF EXECUTIVE DIRECTOR
(1980–95)

LEADERSHIP LETTER

Now, more than ever, children first.

When UNICEF and others called 2014 “the worst year ever for children,” it was hard to imagine that 2015 could be equally challenging. It has been, and UNICEF has risen to the challenge. From earthquakes in Nepal and the terrifying Ebola epidemic in West Africa, to the conflicts and migrant crises in the Middle East, North Africa and Europe that only seem to intensify, UNICEF has delivered lifesaving care and a promise to every child: *We will never give up on your future.*

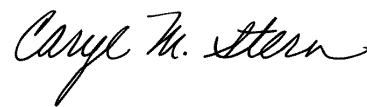
It is clear: UNICEF is about much more than responding to crises. The commitment to sustainable change is truly creating a better world for children, one that can outlast any natural disaster or war. Recent milestones validate this approach: Africa is free of polio for the first time in its history; mothers in India no longer need to fear losing newborns to tetanus; the child mortality rate, although still high, continues to plummet; and more than 90 percent of the world’s population can access safe, clean drinking water. UNICEF has played a significant role in these achievements and will continue to lead the charge until every child is provided the chance for a healthy, happy, safe future.

The U.S. Fund for UNICEF’s supporters and partners make UNICEF’s work possible — 486,291 individuals along with 11,179 partner corporations, NGOs, schools and clubs supported the U.S. Fund in Fiscal Year 2015. We are determined to grow and deepen that support further — a resolve that can be seen in both our new UNICEF Kid Power program and our Black History Month campaign — so that UNICEF can meet future challenges and move forward with its vision of a world in which every child can survive and thrive.

Thank you for supporting that vision. Thank you for putting children first.

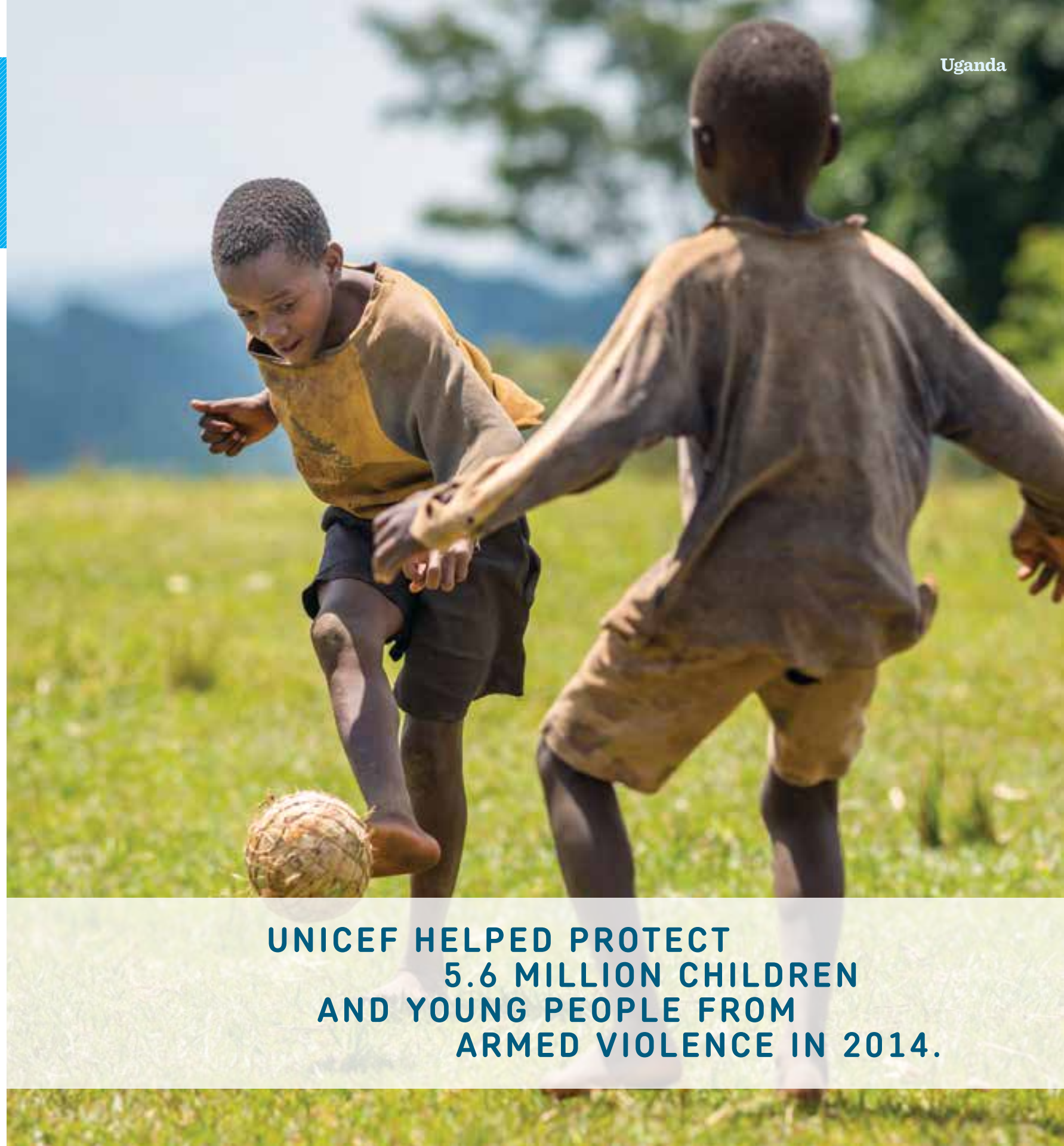


Vincent J. Hemmer
Chair



Caryl M. Stern
President and CEO

Uganda



**UNICEF HELPED PROTECT
5.6 MILLION CHILDREN
AND YOUNG PEOPLE FROM
ARMED VIOLENCE IN 2014.**

Child Survival

UNICEF's commitment to child survival is best evidenced by one fact: More children are surviving early childhood than ever before. UNICEF's 2015 progress report on child survival, *A Promise Renewed*, revealed that global child mortality rates are plummeting and that UNICEF and partners' efforts to combat malaria, measles, malnutrition, pneumonia and other leading preventable causes of death have helped save nearly 50 million children under 5 since 2000. UNICEF's commitment can be seen in South Sudan in the lifesaving treatments it has provided to some 100,000 severely malnourished children since January 2015; in its distribution of 26 million anti-malarial, insecticide-treated mosquito nets in 2014; and in its efforts across more than 100 countries to improve water supplies, sanitation facilities and hygiene practices, helping the world meet the Millennium Development Goal of halving the number of people without sustainable access to safe water.

Children in Conflict

In the last year, UNICEF has responded to extraordinary crises that imperiled tens of millions of children in the Central African Republic, Gaza, Iraq, Libya, Nigeria, South Sudan, Syria, Ukraine and elsewhere. Providing both basic necessities and

protective services was vital. UNICEF maintained water supplies and immunization programs amid extraordinary challenges, and UNICEF Child-Friendly Spaces became sanctuaries where children could receive critical support and counseling. In Syria, where the now-chronic conflict entered a brutal fifth year, more than 760,000 children and adolescents received access to psycho-social support. In 2015, safe drinking water, improved sanitation and critical hygiene supplies were provided to 12 million people. In South Sudan and the Central African Republic, UNICEF worked to achieve the release of thousands of children forced into armed groups. And when violence in Yemen rapidly placed 10 million children in need of immediate assistance, UNICEF stood at the frontlines of the humanitarian operation, treating children for malnutrition, providing health support for pregnant women and maintaining access to water and health care as the country's infrastructure disintegrated. UNICEF also strengthened its response to the educational needs of children in conflict-affected countries — with 13 million children forced from school in the Middle East and North Africa alone — expanding access to e-learning, informal education and temporary learning spaces and working to ensure that the dream of education did not die for children whose lives had been upended by conflict.

Confronting some of the most devastating crises in recent memory, UNICEF supported millions of children and families around the world last year.



UNICEF STOOD READY TO DELIVER LIFESAVING SUPPLIES TO CHILDREN IN EMERGENCIES ALMOST ANYWHERE IN THE WORLD WITHIN 72 HOURS.

**UNICEF'S
WORK**

Ebola

From the epidemic's inception, UNICEF played a significant role in the international effort to stem the West African Ebola outbreak, which caused more than 11,000 deaths and disrupted millions of lives. In Guinea, Liberia and Sierra Leone, UNICEF helped mount massive social mobilization efforts to raise awareness of safe health practices. With the backing of local communities, religious leaders and traditional healers, these efforts had tremendous impact. A major provider of supplies, UNICEF delivered more than 5,500 metric tons, from protective gear to IV fluids (the largest such operation in UNICEF's history), as well as facilitated critical water access for Ebola treatment units. UNICEF also established protection and care mechanisms for affected children, helping to train a network of adult survivors as foster caregivers for child survivors and orphans. Ebola deprived 5 million children of months of schooling. To get them back on track, UNICEF helped enroll more than 3.3 million students in schools, trained almost 31,000 teachers in Ebola prevention and distributed learning kits for more than 1.9 million children.

Child Refugee Crisis

Conflict, violence and economic desperation combined to create a crisis of unprecedented scale with an estimated 30 million children on the run. While the tragic refugee crisis in

Europe would soon capture the world's attention, UNICEF had been working throughout the year to provide for children's needs in the most affected regions: Syria's shattered cities; the refugee camps and settlements in Iraq, Jordan, Lebanon and Turkey; and other areas where the mass displacement of children received less coverage. In northern Nigeria, for example, the Boko Haram insurgency forced nearly 1.2 million children from their homes — more than half under five years old — and UNICEF worked to assist the displaced inside Nigeria as well as in Cameroon, Chad and Niger. In Ukraine, where almost 1.6 million people were internally displaced — including more than 200,000 children — UNICEF helped more than 885,000 people gain access to safe water and provided essential hygiene supplies. In Central America, UNICEF continued to provide programs to address the root causes of child migration — extreme violence and poverty — as well as to assist and protect the thousands of children being repatriated.

Natural Disasters

In March 2015, when Cyclone Pam wreaked havoc on the remote Pacific island nation of Vanuatu — and the neighboring archipelagos — UNICEF's humanitarian response was swift and effective. More than 82,000 children needed immediate assistance, including access to clean water, sanitation and health care. UNICEF also provided nutrient

UNICEF HAS HELPED CUT THE NUMBER OF POLIO-ENDEMIC COUNTRIES FROM 125 (1988) TO 2 (TODAY) AND REDUCE POLIO CASES BY 99 PERCENT.



Guinea

supplements and newborn care and ensured that some 17,700 children received learning materials. UNICEF mobilized again in April, when a 7.8-magnitude earthquake devastated Nepal, leaving hundreds of thousands homeless and endangering more than 1 million children. The response included immunization for more than 50,000 children against polio, measles and rubella; temporary hospitals and health centers set up to replace those destroyed by the quake; and food and access to clean water ensured for 500,000 children. Through a border checkpoint system, UNICEF also protected children from trafficking and exploitation in the aftermath of the disaster.

Immunization, Polio and Tetanus

"It has been one full year since polio was detected anywhere in Africa, a significant milestone in global health ..." *The New York*

Times reported on August 11. This historic victory over a highly infectious virus testifies to UNICEF's leadership and continued efforts toward worldwide polio eradication as Nigeria and Somalia both marked full years without a single case of wild polio. U.S. Fund for UNICEF partners The Bill & Melinda Gates Foundation and Rotary International contributed mightily to this achievement. UNICEF's effort to eliminate maternal and neonatal tetanus (MNT) also passed significant milestones, with key support from the U.S. Fund's partnership with Kiwanis International. This past summer, a year's work culminated with the announcement of MNT's elimination in India and Cambodia. Systematic vaccination, midwife training and enhanced rural health care were critical to reaching these landmarks in child health. Globally, UNICEF procured vaccines for 40 percent of the world's children. ■

UNICEF IS WHERE CHILDREN ARE IN NEED

The complex emergencies UNICEF increasingly faces make putting children first more imperative than ever. Here, examples of UNICEF's responses to humanitarian crises of the past year.

COLOMBIA: Frequent natural disasters and years of armed conflict leave thousands of children at risk and in need.

UNICEF RESPONSE: Expanded nutrition services in hard-to-reach locations; assistance for children released by armed groups; landmine risk education; water and sanitation programming.



GUINEA, LIBERIA & SIERRA LEONE: History's worst Ebola outbreak impacts 18.7 million people, decimates health systems, disrupts immunization programs and leaves 5 million children out of school.

UNICEF RESPONSE: 50,000 volunteers mobilized; 5,500 metric tons of supplies delivered. Back-to-school supplies help 660,000 children return to learning.



SOUTH SUDAN: Conflict-caused displacement increases — as does the number of affected children, reaching 3.4 million. Severe acute malnutrition (SAM) threat doubles.

UNICEF RESPONSE: Lifesaving interventions prioritized: treatment for malnutrition; access to clean water, health care and immunization. Emergency airlifts to remote areas.



SYRIAN ARAB REPUBLIC: Number of Syrian children affected by the five-year-old war exceeds 7.5 million, with more than 2 million child refugees.

UNICEF RESPONSE: Water access for more than 15 million people; learning materials for nearly 3 million children; winter supplies for families. Support for refugee children in Egypt, Iraq, Jordan, Lebanon and Turkey.



YEMEN: Intense fighting produces food, energy and water shortages, destroys health care infrastructure and places nearly 10 million children in need of aid.

UNICEF RESPONSE: Vaccination outreach; mobile health clinics; malnutrition screening and treatment; water trucking, water tank installation and fuel support for sanitation systems.



VANUATU: More than 166,000 people — half of them children — require urgent aid after Category 5 storm strikes.

UNICEF RESPONSE: Access to safe water and basic sanitation for nearly 50,000 people. Measles immunization for 24,000 children; learning materials for 17,000 students.



NEPAL: Earthquakes claim thousands of lives, destroy or damage nearly 900,000 homes and leave 1.1 million children in need of immediate aid.

UNICEF RESPONSE: Tents, medical kits, temporary learning centers — nearly 1,000 metric tons of aid delivered; emergency water access for more than 650,000 people; programs to protect children from trafficking; emergency immunization and nutrition.

MAP: COURTESY ONE STOP MAPS

U.S. FUND IN ACTION

Reaching millions of supporters and volunteers, the U.S. Fund helps the public stay informed and engaged.

UNICEF Kid Power

UNICEF Kid Power gives kids the power to save lives. By getting active with the UNICEF Kid Power Band, kids go on missions to learn about new cultures, earn points and unlock Ready-to-Use Therapeutic Food (RUTF) packets for severely malnourished children around the world. With the support of our Founding Partners the George Harrison Fund for UNICEF and Calorie Cloud, and other local supporters, the Kid Power School Program was rapidly expanded from a handful of classrooms to a citywide pilot in Sacramento, and scaled up to thousands of 3rd, 4th and 5th graders in Boston, Dallas and New York. Participating kids unlocked 188,805 RUTF packets, enough for more than 1,200 full courses of treatment. An independent evaluation of Kid Power in Sacramento schools found that kids participating in the program were 55 percent more active than their peers. And, in April 2015, *Star Wars: Force for Change* announced that this year's collaboration with the U.S. Fund for UNICEF would benefit UNICEF Kid Power, adding *Star Wars* fans to those on the UNICEF Kid Power Team getting active to save lives.

Public Policy and Advocacy

The U.S. Fund for UNICEF's Office of Public Policy and Advocacy (OPPA) brought the fight for child survival to Washington, D.C.,

advocating for the U.S. Government's annual contribution to UNICEF and appropriations for child survival and maternal health. With help from UNICEF supporters across the country, OPPA secured \$132 million for UNICEF in Fiscal Year 2015, as well as passage of the Water for the World Act and the Girls Count birth registration bill. OPPA also briefed Congress on UNICEF's work on emergencies, child protection and child health.

The U.S. Fund for UNICEF Bridge Fund

The U.S. Fund for UNICEF Bridge Fund has completed three years of innovative work with UNICEF to fast-track lifesaving assistance to children in need around the world. In Fiscal Year 2015, the Bridge Fund generated over \$46 million in program activity (more than a 100 percent increase over the prior year), bringing total transactions to date to more than \$100 million. In addition to responding to three Level 3 emergencies, Ebola, Tropical Cyclone Pam and the Nepal earthquake, the Bridge Fund accelerated the deployment of resources from Rotary International and the Japanese International Cooperation Agency, which assisted Nigeria's recent removal from the list of polio-endemic countries. For the second year in a row, the Bridge Fund has been named an Impact Assets 50 Manager.

The first Boston Public School students to take part in UNICEF Kid Power were honored at a Boston Celtics game last spring.



**UNICEF DELIVERED LIFESAVING
TREATMENT FOR SEVERE ACUTE
MALNUTRITION TO MORE THAN
3 MILLION CHILDREN IN 2014.**



Winning Hearts and Minds

Our Winning Hearts and Minds Strategic Priority continues to attract more supporters and deepen their engagement with its mission and programs. Defining engagement levels based on intensity and frequency of activity, we successfully engaged 1.1 million “informed supporters,” more than 100,000 “engaged advocates” and more than 7,000 “believers” (those at the highest engagement level). More than 75,000 volunteers participated in education, fundraising and advocacy activities, and more than 40,000 volunteers took advocacy actions — from sending letters on preventing trafficking and signing petitions to maintain UNICEF funding to pressing for passage of the Girls Count Act. We also launched Congressional Action Teams in New York City, Chicago, Miami and Nashville.

Black History Month

In Fiscal Year 2015, we created a new role, Managing Director of Community Partnerships, to address different cultural approaches to philanthropy and deepen our engagement with the African-American and other diaspora communities. Initial efforts commenced with a partnership in the African-American community through established relationships with faith-based leaders. Four African-American religious

leaders, who collectively oversee denominations and congregations with more than 11 million congregants, collaborated with the U. S. Fund on a pilot campaign during Black History Month. With a \$100,000 campaign goal to support UNICEF’s Ebola response, this initiative engaged key leaders and their constituents and solidified a longer-term partnership.

End Trafficking

The End Trafficking project raises awareness about human trafficking and mobilizes communities to take meaningful action to protect children. The project involves education and volunteerism through in-person and online trainings, film screenings and social media. The new Shut Out Trafficking partnership with the National Consortium for Academics and Sports leveraged student-athletes to conduct weeklong outreach programs on 10 college campuses, reaching 27,654 people during 226 events.

Celebrity Relations and Partnerships

Entertainment Marketing pioneered a new strategy to cultivate the entertainment industry while continuing to engage UNICEF Ambassadors, Supporters and celebrities. A partnership with Warner Bros. Pictures on the theatrical release of its film *The Good Lie*

THIS PAGE, FROM LEFT: Volunteers at the 2014 Campus Initiative Summit in Boca Raton, Florida; students at the University of Nebraska–Lincoln advocate against human trafficking. **OPPOSITE PAGE, FROM LEFT:** UNICEF Supporter and Chime for Change Co-Founder Salma Hayek at a UNICEF education center in Lebanon last April; Team UNICEF ran to put children first in the 2014 TCS New York City Marathon.

— which recounts the story of the Lost Boys and Girls of Sudan — raised awareness and funds for UNICEF’s relief efforts in South Sudan. Additionally, actress and singer Zendaya served as the Trick-or-Treat for UNICEF spokesperson, and GRAMMY® Award-winning singer-songwriter Jill Scott and Afro-Norwegian duo Nico & Vinz performed at the UNICEF Snowflake Ball. Dozens of celebrities supported the #TapProject campaign during March 2015, and UNICEF Ambassador Alyssa Milano served as the face of our 2015 Mother’s Day digital campaign.

Education and Youth Engagement

TeachUNICEF launched UNICEF Global Action, a new program that increases global competence through an emergency simulation workshop. The 12-school pilot reached more than 300 students, yielding a notable 13 percent increase in students who reported feeling “capable of helping others.” TeachUNICEF also produced three editions of its student magazine UNICEF ACT — on climate change, nutrition and Ebola — and secured its first, district-level partnership to distribute the magazines with North Carolina’s Charlotte-Mecklenburg Schools. In addition, Education brought UNICEF’s

work into schools through a variety of events with partners, including the National Council for the Social Studies, Asia Society, Model United Nations and World View. UNICEF Club programs grew to include 605 clubs in high schools and on university campuses in 47 states. UNICEF student leaders represented the voice of U.S. youth at two global conferences: the J7 Summit in Germany and the high-level Water for Life meeting in Tajikistan.

Sports Partnerships

Teams and athletes nationwide supported UNICEF’s work. The Sacramento Kings piloted UNICEF Kid Power, recruiting 800 kids to get active and save lives. The program expanded to Boston, Dallas and New York with more than 11,000 participants. UNICEF Kid Power Dallas was led by UNICEF Ambassador Tyson Chandler with support from the Dallas Mavericks and Dirk Nowitzki. David Ortiz, the Boston Red Sox, Isaiah Thomas and the Boston Celtics supported UNICEF Kid Power Boston, while the Brooklyn Nets supported UNICEF Kid Power New York. In addition, the National Basketball Association (NBA), NBA Cares and NBA players took part in the #STOPEBOLA campaign and helped spread awareness of the West African epidemic.



UNICEF Tap Project

In its ninth year, the UNICEF Tap Project inspired Americans to spend 33 million minutes away from their phones — unlocking the funding equivalent of more than 2 million days of clean water. The challenge was simple: For every 15 minutes you don't touch your phone, you unlock a donation from a sponsor equivalent to one day of clean water for a child in need. The U.S. Fund for UNICEF is grateful to its UNICEF Tap Project partners and supporters: National Partner Giorgio Armani Fragrances; Proud Supporters UNICEF's Next Generation, S'well® and MediaVest; and Promotional Supporter Modern Assembly.

Global Citizenship Fellows

The U.S. Fund for UNICEF's Global Citizenship Fellowship prepares committed, globally minded individuals for leadership in public service. Global Citizenship Fellows serve as grassroots mobilizers across the U.S., working to raise awareness about issues facing children and inspiring faith-based communities, schools, volunteers and others to take action. Through presentations, film screenings, panel discussions and other events, 2015 Fellows reached more than 122,000 people with their message of civic engagement and global citizenship.

Trick-or-Treat for UNICEF

October 2014 marked the 64th year of the Trick-or-Treat for UNICEF campaign. Millions of children across the country, as well as schools, teachers, NGOs, community and faith-based groups, corporate partners, employees, government officials and adults participated in Trick-or-Treat for UNICEF, raising more than \$3.8 million. The U.S. Fund is grateful for the support of National Sponsors HSNi and Key Club International, National Media Sponsor MediaVest, Promotional Supporters American Airlines and Coinstar®, Proud Supporter BuyCostumes.com and Spokesperson Zendaya.

UNICEF Next Generation

UNICEF Next Generation (NextGen) helped raise more than \$1.5 million to support UNICEF programs worldwide, including education for out-of-school children in Syria and the surrounding region, the UNICEF Tap Project and emergency relief in Nepal. NextGen held many successful fundraising and program events last year: the UNICEF Masquerade Ball–NYC; UNICEF Masquerade Ball–LA; UNICEF Masquerade Ball–Chicago; NextGen Art Party–LA; UNICEF Snowflake After Party–NY; and the Chicago Message of Hope After Party. In addition to our Steering

OPPOSITE PAGE, FROM LEFT: Caryl M. Stern, President and CEO of the U.S. Fund for UNICEF, with UNICEF Kid Power kids and UNICEF Ambassador Tyson Chandler at the Dallas UNICEF Kid Power kick-off; UNICEF High School Club National Council leaders at the 2015 J-7 Summit in Germany. THIS PAGE, FROM LEFT: 2014 Trick-or-Treat for UNICEF Spokesperson Zendaya and friends took part in the longest-running kids-helping-kids tradition; Joe Navarre, Nicole Neal and Adam Widener at UNICEF NextGen's 2014 Masquerade Ball in New York.

Committee leadership in New York, Chicago and Los Angeles, NextGen has members in more than 25 states, a growing membership base and incredible volunteer leadership in Atlanta, Boston, San Francisco and Washington, D.C.

K.I.N.D. (Kids in Need of Desks)

Led by MSNBC's Lawrence O'Donnell, the K.I.N.D. campaign raised more than \$1.8 million to provide desks for schoolchildren in Malawi, where three out of five students do not have a desk or chair. The K.I.N.D. campaign also provided scholarships for girls to attend secondary school in rural Malawi.

Team UNICEF

For the sixth consecutive year, Team UNICEF partnered with New York Road Runners for the 2014 TCS New York City Marathon. Sixty-five runners in UNICEF cyan blue jerseys ran through the five boroughs, raising \$250,000 to support Ebola-devastated West African communities. For its inaugural year, Team UNICEF–Boston partnered with John Hancock to secure five spots in the 2015 Boston Marathon. The small, feisty team took to the streets on a cold, rainy day and collectively raised more than \$90,000 to help launch UNICEF Kid Power in Boston schools.

UNICEF Market

Launched in October 2014, UNICEF Market (market.unicefusa.org) provides an opportunity for socially conscious consumers to put children first by shopping for a cause. UNICEF Market offers beautiful handcrafted items that support artisans around the world through purchases providing unrestricted funding for UNICEF's lifesaving programs.

Direct Marketing

The U.S. Fund for UNICEF raises funds in a variety of ways. Donations raised through direct marketing, including our monthly giving program, are not targeted to one specific region or initiative, so UNICEF can use the funds wherever the need is greatest. In Fiscal Year 2015, the U.S. Fund raised \$49.4 million through direct marketing.

Digital Fundraising

The U.S. Fund for UNICEF maintains a robust digital fundraising program, including search engine optimization, social media and email marketing. In Fiscal Year 2015, the U.S. Fund transitioned to a new digital agency and overhauled its digital strategy. The U.S. Fund raised more than \$21.9 million via digital marketing in Fiscal Year 2015, including a 23 percent annual increase in unrestricted revenue. ■

unicef





The National Board of Directors governs the U.S. Fund for UNICEF. In Fiscal Year 2015, National Board members advanced UNICEF's work in significant ways, contributing resources and expertise, visiting UNICEF programs and leading the U.S. Fund for UNICEF's efforts to put children first.

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THIS PAGE: Vincent J. Hemmer, Chairman of the Board of the U.S. Fund for UNICEF, in Mongolia. **OPPOSITE PAGE:** CLOCKWISE FROM TOP LEFT: Caryl M. Stern, President and CEO of the U.S. Fund for UNICEF, in Guatemala; HSNi CEO & U.S. Fund for UNICEF Vice Chair Mindy Grossman in Guatemala; U.S. Fund for UNICEF National Board member Bernard Taylor, Sr., planting a tree in Ethiopia; U.S. Fund for UNICEF National Board member John A. Herrmann, Jr., at the Rastriya Secondary School in Nepal; U.S. Fund for UNICEF National Board member Dolores Rice Gahan, D.O., in Guatemala.



NATIONAL LEADERSHIP



National Board member G. Barrie Landry during a 2014 National Board visit to Ethiopia.

REGIONAL LEADERSHIP

The U.S. Fund's regional boards made remarkable contributions to our work throughout the country.

Mid-Atlantic

The Mid-Atlantic Regional Board expanded UNICEF's visibility in the nation's capital and raised almost \$900,000 in its first year. On March 24, 2015, Regional Board Advocacy Day, 30 board members promoted UNICEF on Capitol Hill. A number of other notable events were held, including those hosted with UNICEF Chief of Crisis Communications Sarah Crowe and Dr. Douglas Noble, UNICEF Regional Health Adviser for South Asia.

Midwest

The Midwest Region raised more than \$4.3 million in individual gifts and event support. Board members, staff and supporters celebrated completion of its campaign for The Eliminate Project, UNICEF's partnership with Kiwanis International to eliminate maternal and neonatal tetanus worldwide. Thanks to many generous donors, the two-year initiative raised more than \$3 million. The region also held its fourth annual Chicago Humanitarian Awards Luncheon, honoring Francie Comer and Sue Duncan, and its eighth annual Hope Gala, featuring Cara Yar Khan as an inspirational keynote speaker.

New England

Raising more than \$3.8 million in individual philanthropic support and event sponsorship, the New England Region had its most successful fundraising year to date. The

Children's Champion Award Dinner, which honored UNICEF Supporter Heidi Klum and U.S. Fund for UNICEF National and Regional Board member G. Barrie Landry, played a major role, raising more than \$1.2 million. Other highlights included some 4,200 Boston-area kids getting active to save lives with UNICEF Kid Power and the New England volunteers who traveled to Washington, D.C., for our March 24, 2015, Regional Board Advocacy Day to enlist legislative support for the Girls Count Act.

New York

The New York Region raised \$9.2 million in individual philanthropic support and \$3.4 million from the UNICEF Snowflake Ball, which celebrated its tenth year. One of New York City's most notable galas, the ball drew more than 700 guests and honored U.S. Fund for UNICEF National Board member Hilary Gumbel and Tom Freston, Board Chairman of the ONE Campaign. Generous donor and child advocate Susan Cummings-Findel's passionate support for UNICEF's Let Us Learn program helped make the Greenwich Spring Luncheon another success.

Northwest

The Northwest Region had its most successful year yet, raising more than \$7 million, including a remarkable \$3.6 million gift from the Paul G. Allen Ebola Program for emer-

UNICEF AND ITS PARTNERS HAVE PLAYED A KEY ROLE AS 2.6 BILLION PEOPLE GAINED ACCESS TO CLEAN WATER SINCE 1990.



gency efforts in West Africa. The Northwest Regional Board held three Speaker Series Luncheons featuring Dr. Kerida McDonald on UNICEF's response to the Ebola crisis, Dr. Susan Bissell on UNICEF's child protection work and Dr. Sharad Sapra on UNICEF's Global Innovation Center. The Northwest Region also hosted events with Barneys New York in Seattle and San Francisco.

also held two successful Speaker Series events, which reached more than 800 people; supported NextGen Atlanta's successful start-up; strengthened its Youth Board; and expanded its reach outside of Atlanta, with a particular focus on South Florida.

Southeast

The Southeast Regional Board led the region to its most successful year to date. The board helped raise more than \$2.8 million from individual major donors in the region. In addition, Rebecca and Sanjay Gupta received the 2015 Global Philanthropist Award at UNICEF's Evening for Children First, which raised a record-setting \$640,000. The region

Southern California

The Southern California Region raised more than \$3.2 million in individual philanthropic support and held many successful events. Its third annual Chinese New Year Soirée supported UNICEF's work to provide Child-Friendly Spaces throughout rural China, a program the region's Young Ambassadors also supported. Record crowds attended the Speakers Series luncheon to hear the renowned Deepak Chopra's discussion of living a life of purpose and philanthropy. Next Generation Los Angeles hosted its first Art Party in Venice and the second annual UNICEF Black + White Masquerade Ball, which raised more than \$200,000 for education for children affected by the Syria crisis.



THIS PAGE, COUNTERCLOCKWISE FROM TOP RIGHT: Rob Brown, Midwest Regional Board Chair and U.S. Fund for UNICEF National Board member; Joyce Goss, North Texas Regional Board member, in Nicaragua in February; Alli Aichtmeyer and Bryan Rafanelli, New England Regional Board members and Children's Champion Award Dinner Co-Chairs; Pat Boushka, Southeast Regional Board Chair, in China. **OPPOSITE PAGE, CLOCKWISE FROM TOP LEFT:** Marimo Berk, Northwest Regional Board member, Christina Zilber, Southern California Regional Board member, U.S. Representative Ted W. Lieu, California's 33rd Congressional District, Richard B. Levy, Southern California Regional Board member; Northwest Board member Kin Bing Wu with Susan Bissell, UNICEF Chief of Child Protection; Mid-Atlantic Board Chair Max Duckworth and Mid-Atlantic Board member Sarah Godlewski in Belize; Susan Cummings-Findel, Sarah Falcone, U.S. Fund for UNICEF Greenwich Committee member, and Sonia Sukdeo, UNICEF Education Specialist.

Southwest

The Southwest Region, with offices and regional boards in Houston and Dallas, raised more than \$2.7 million in major gifts and through special events. Both cities hosted fundraising events — the Audrey Hepburn® Society Ball and UNICEF Experience, respectively — each with record attendance and revenue. ■





**MORE THAN 15 MILLION CHILD DEATHS
ARE ESTIMATED TO HAVE BEEN PREVENTED
BY MEASLES IMMUNIZATIONS SINCE 2000.**

PARTNERS & PROJECTS

The U.S. Fund for UNICEF acknowledges its generous partners and successful projects during Fiscal Year 2015 (July 1, 2014–June 30, 2015)

Corporations

American Airlines

PARTNER: American Airlines
In December 2014, Change for Good® on American Airlines celebrated 20 years of support for UNICEF and another strong fundraising year. More than 3,000 employee volunteer “Champions for Children” collected donations of foreign and domestic currency on select international flights. Since 1994, more than \$10 million has been raised to assist children, including more than \$860,000 over the past year for UNICEF programs that support nutrition and maternal and newborn health in Haiti, earthquake relief in Nepal, prevention of HIV/AIDS in Colombia, Ebola programs and more. American Airlines received the inaugural Children First Award at the UNICEF Children First event in Dallas in April 2015.

multiyear commitment to support innovations in maternal and child health care in Kenya, Rwanda, Tanzania and Uganda. This funding increases access to lifesaving oxygen; improves water, sanitation and hygiene in health care facilities; develops low-cost medical innovations to increase access to quality health care for the most underserved mothers and children; and provides technology that enables community health workers to track maternal and child care.

GIORGIO ARMANI *for* LIFE

PARTNER: Giorgio Armani Fragrances
Celebrating a sixth year of supporting the UNICEF Tap Project, Giorgio Armani Fragrances served as National Partner of the UNICEF Tap Project with a \$500,000 donation to support UNICEF’s water, hygiene education and sanitation programs for children in Burkina Faso and Tanzania. The company sponsored the UNICEF Tap Project mobile web app in March and April 2015 and conducted a cause-marketing campaign in which it donated \$5 for each Acqua di Giò and Acqua di Gioia fragrance purchased during March 2015 in the U.S.

GE Foundation

PARTNER: GE Foundation
In Fiscal Year 2015, the GE Foundation donated more than \$1.1 million as part of its



PARTNER: Google, Inc.

This year, Google, Inc., contributed more than \$1 million through Googlers Give, an employee giving and matching-gift program primarily supporting UNICEF's emergency response efforts in Ebola-affected West Africa, as well as in Nepal after the devastating earthquakes there. With a focus on innovation during the Ebola crisis in West Africa, Google.org supported UNICEF's work on the mHero SMS platform to broadcast public health messaging and strengthen communications between ministries of health and community health workers.



PARTNER: Gucci

Gucci celebrated ten years of partnership with UNICEF, contributing more than \$20 million since 2005 to benefit more than 7.5 million children. In Fiscal Year 2015, Gucci donated more than \$1.6 million, continuing to support UNICEF's Schools for Africa initiative. With a focus on gender equality, the company extended support to education initiatives in Burkina Faso in addition to its existing long-term support for education in Mozambique and Malawi. To commemorate its ten-year partnership with UNICEF, Gucci commissioned a short documentary film, *Growing Tall*, to highlight how long-term investments in education have improved lives in rural Mozambique.



PARTNER: HSN, Inc.

HSNi, a Trick-or-Treat for UNICEF National Partner, raised more than \$690,000 through HSNi Cares, the philanthropic arm of the company. HSNi brands Chasing Fireflies,

HSN, Grandin Road and TravelSmith raised funds by encouraging customers to donate and by featuring a select line of products to support UNICEF. During the second annual HSNi Cares Trick-or-Treat for UNICEF Primetime Special, Caryl M. Stern, U.S. Fund for UNICEF President & CEO, and Mindy Grossman, HSN, Inc. CEO and Vice Chair of the U.S. Fund for UNICEF National Board, were joined by Hilary Gumbel, U.S. Fund for UNICEF National Board member and author, in launching the cookbook *UNICHERF: Top Chefs Unite in Support of The World's Children*. HSNi Cares also raised more than \$60,000 to support UNICEF's relief effort in Nepal.

IKEA Foundation



PARTNER: IKEA Foundation

For the eleventh year, the IKEA Soft Toy for Education campaign, a global cause campaign aimed at raising funds to support UNICEF and Save the Children education programs, generated more than \$11 million to help increase access to quality education for millions of children around the world. Additionally, IKEA USA donated 100 percent of the purchase price of each UNICEF Greeting Card pack sold in U.S. stores to the U.S. Fund for UNICEF, raising more than \$285,420.

JPMORGAN CHASE & CO.

PARTNER: JPMorgan Chase

JPMorgan Chase was a lead responder to UNICEF's appeals, providing more than \$900,000 in employee and corporate contributions after the Nepal earthquakes and during the West African Ebola crisis. With this funding, UNICEF was able to meet children's immediate needs and to support their long-term recovery.



PARTNER: Merck

Merck's Mectizan® Donation Program is the longest-running public-private partnership of its kind. In Fiscal Year 2015, it enabled UNICEF to reach more than 15 million people in Nigeria with treatments to prevent river blindness, a debilitating and disfiguring disease transmitted through the bite of parasite-bearing flies. Merck also gave in response to the West African Ebola crisis.



PARTNER: Montblanc

Montblanc launched its fourth collaboration in support of UNICEF's education programs — the "Signature for Good" initiative — in February 2013. Comprising a special collection, this yearlong initiative supported UNICEF's efforts to ensure that children in Africa, Asia and Latin America have access to a quality education. The company donated 10 percent of the retail purchase price for each piece purchased from the "Signature for Good" collection, raising \$5 million globally, including more than \$1.16 million donated in the U.S.



PARTNER: Pfizer

In 2014, The Pfizer Foundation granted more than \$1 million for pilot programs to improve immunization coverage in Indonesia, Rwanda and Zambia. These grants help to ensure that efficient and sustainable vaccine supplies are available to reach children. Additionally, Pfizer gave in response to the West African Ebola crisis.



PARTNER: Pier 1 Imports

Long-term partner Pier 1 Imports® once again sold UNICEF holiday cards in their stores nationwide and gave 100 percent of the sale proceeds to the U.S. Fund for UNICEF. The company generated \$1,537,086 in revenue in Fiscal Year 2015 for UNICEF programs.



PARTNER: UPS

In 2014, UPS provided more than \$1 million of grant funding, logistical expertise and in-kind assistance to UNICEF. As part of the Ebola Virus Disease Emergency response, UPS flew 55 metric tons of chlorine into Monrovia, Liberia. Additionally, UPS worked closely with the UNICEF Supply Division in an integrated partnership to strengthen emergency preparedness, build capacity and support rapid response.



PARTNER: The Walt Disney Company

The Walt Disney Company continues to support UNICEF's work through a number of innovative programs and initiatives. In 2014, *Star Wars: Force for Change* raised more than \$3.82 million for UNICEF Innovation Labs and Programs, which have already helped more than 1.5 million children in more than a dozen countries. In 2015, Disney committed \$1 million to support the UNICEF Kid Power program, which includes the provision of more than 1 million therapeutic food packets. Thanks to the generous support of Disney, Lucasfilm and *Star Wars* fans, an additional \$1.2

million was raised for UNICEF Kid Power in the name of *Star Wars: Force for Change*. Disney and ESPN continued supporting the Caravana do Esporte project in Brazil, using sports and education to engage children.



FOUNDATION

PARTNER: Western Union Foundation

Western Union and the Western Union Foundation donated \$600,000 in Fiscal Year 2015 as part of a three-year, \$1.8 million commitment to UNICEF education programs through the PASS initiative, which harnesses the power of soccer to ensure that children around the world gain access to a quality education. Western Union also launched the Education for Better Fund to support UNICEF education programs for Syrian children.

Foundations

PARTNER: Margaret A. Cargill Foundation

The Margaret A. Cargill Foundation awarded a grant of \$5 million to support the Community-Based Newborn Care Program in Ethiopia. Through this grant, UNICEF is working to improve access and quality of maternal and newborn care in community settings through training of health workers, community campaigns and data analysis.

PARTNER: The Bill & Melinda Gates Foundation

The Bill & Melinda Gates Foundation was the largest private foundation donor to the U.S. Fund for UNICEF in 2015, granting more than \$89 million in funds for lifesaving programs. Programs include supporting the development of a UNICEF maternal, newborn, and child health and nutrition partnership, expansion of monitoring and knowledge exchange activities and emergency funding for the Ebola epidemic response in West Africa. The foundation also continued support for the following

programs: global- and country-focused activities contributing to the Global Polio Eradication Initiative, support for child health-focused Integrated Community Case Management programs and expansion of routine immunization activities in Nigeria and Indonesia.

PARTNER: The National Philanthropic Trust

The National Philanthropic Trust granted an award of \$36,928,893 to the U.S. Fund for UNICEF to support UNICEF's multi-country involvement in the Global Polio Eradication Initiative.

PARTNER: Open Society Institute

Open Society Institute contributed two grants of \$500,000 each to support UNICEF Zimbabwe's education programs.

Individuals

PARTNER: The Paul G. Allen Ebola Program

The Paul G. Allen Ebola Program awarded a lead grant of \$3.6 million to support UNICEF's lifesaving interventions in response to the West African Ebola outbreak. This grant helped UNICEF deliver 50,000 household protection kits and 30,000 hygiene kits, as well as serve more than 3.4 million people through social mobilization efforts in Liberia. This grant, and the \$3.6 million it helped leverage from other donors, significantly enabled UNICEF and its partners, including the Government of Liberia, to implement lifesaving interventions in response to the Ebola outbreak in Liberia and improve health practices throughout the country.

PARTNER: Anonymous Individual

A generous anonymous gift of \$625,984 is supporting UNICEF's programs for Peru's indigenous communities. Part of UNICEF's global equity agenda, the project has three aspects: improving children's water, sanitation and hygiene (WASH) access for 1,000 families, supporting an adolescent

radio project that gives a voice to children in the region and developing a study and report that will be used to leverage additional support for the needs of indigenous Peruvian communities.

PARTNER: Education Above All Foundation — Educate A Child

Through the construction of new classrooms, teacher training, distribution of school materials and the strengthening of alternative education programs, a \$10.8 million contribution aids access to education for 586,000 Syrian children who are out of school within Syria or who are living as refugees in Iraq, Jordan, Lebanon and Turkey.

PARTNER: The Charles Engelhard Foundation

A gift of \$450,000 continues the foundation's generous support for UNICEF's Adolescent Kit for Expression and Innovation, also known as "Art in a Box." It expands and scales up this critical program, created to help children recover from disaster experiences through art and creative expression. In addition, a gift of \$50,000 supported UNICEF's emergency response for children affected by the Nepal earthquakes.

PARTNER: Stefan Findel and Susan Cummings-Findel

Stefan Findel and Susan Cummings-Findel made generous contributions this year to one of the most isolated countries in the world, the Democratic People's Republic of Korea. Their support of child survival programs strengthens the health system's capacity to address the most common causes of mortality in children and women. In addition, the Findels' unrestricted support gives UNICEF the flexibility to respond immediately to humanitarian emergencies affecting children. The Findels also generously continue to champion UNICEF's Let Us Learn programs,

which provide quality education to the hardest to reach, with a special focus on girls and ethnic minorities.

PARTNER: GHR Foundation

GHR Foundation gave a grant of \$513,439 toward its larger commitment to UNICEF Zambia's work on child protection. GHR's Children in Families funding strengthens families, responds to children without family care and drives further evidence of innovative, pro-family approaches. GHR partners with UNICEF to work toward a world where all children — especially those at risk of losing a parent or without parental care — are living in a stable, positive, long-term family or family-like environment. GHR's current Children in Families geographic foci are Zambia and Cambodia.

PARTNER: The George Harrison Fund for UNICEF

Within the first 48 hours of the April 25, 2015, earthquake in Nepal, the George Harrison Fund for UNICEF made a lead gift of \$500,000. These funds immediately procured supplies to provide more than 385,000 people with water, sanitation facilities and hygiene education within the critical first few days after the earthquake.

PARTNER: Richard Hirayama

Hirayama Investments, LLC, gave \$500,000 for UNICEF's nutrition and child protection programs in Africa, with a focus on preventing malnutrition in children.

PARTNER: Ms. Carrie D. Rhodes

A \$500,000 philanthropic gift from Ms. Rhodes continues her commitment to The Eliminate Project, a partnership with Kiwanis International, to eliminate maternal and neonatal tetanus from the world; it also supports the UNICEF Supply Division in Copenhagen and funds UNICEF's general lifesaving programs for children.

PARTNER: Barbara and Edward Shapiro

This gift of \$500,000 was critical for UNICEF's child protection response in West Africa during the Ebola crisis. It helped ensure the protection and care of the most vulnerable children, including survivors and those who lost a parent or were separated from their families. UNICEF traced and reunited families, arranged for appropriate alternative care for unaccompanied children, trained health care and social workers to provide psychosocial support and strengthened social welfare systems for children in Guinea, Liberia and Sierra Leone.

Civil Society Partners and Campaigns



PARTNER: Kiwanis International

Kiwanis International was the largest donor worldwide to the global maternal and neonatal tetanus elimination initiative this year and continues to champion this cause through its partnership with UNICEF via The Eliminate Project. Kiwanis made an additional pledge of \$12 million, which will help protect more than 6.6 million women and their future newborns from tetanus. Kiwanis International also granted \$8.3 million through The Eliminate Project, supporting tetanus immunization campaigns around the world and safeguarding millions of women and families



PARTNER: LDS Charities

LDS Charities has been a critical partner in supporting UNICEF's global immunization work. In Fiscal Year 2015, LDS Charities supported The Eliminate Project's efforts to eliminate maternal and neonatal tetanus worldwide. With their support, millions of

women and their future newborns have been vaccinated against this devastating disease. Additionally, LDS Charities responded to an urgent measles outbreak in Kyrgyzstan by supporting UNICEF's ability to strengthen the country's "cold chain." By keeping vaccine temperatures constant, UNICEF is able to address gaps in immunization coverage and deliver safe vaccinations to children in hard-to-reach communities throughout the country.



PARTNER: Rotary International

UNICEF and Rotary, a global network of volunteers dedicated to tackling the world's most pressing humanitarian challenges, are working together in the fight to end polio forever by 2019. The fight to end polio continues to make extraordinary

progress, as indicated in the September 2015 announcement that Nigeria has been removed from the list of polio-endemic countries. This year, Rotary granted \$56.9 million to fund critical elements of UNICEF's polio eradication programs, such as national immunization days, polio vaccine delivery and training of health workers. Rotary's network of volunteers in more than 200 countries and regions has also worked with UNICEF in the field to ensure that the poorest, most isolated children are immunized against polio.



PARTNER: TB Alliance

With support from TB Alliance, UNICEF has been able to work globally to elevate pediatric tuberculosis (TB) as a priority child health issue. The partnership between TB Alliance and UNICEF is facilitating the introduction of improved pediatric

drug formulations and the integration of TB regimens within existing child health services. Thanks to this collaborative partnership, thousands of children around the world will have access to appropriate TB treatments.



PARTNER: Zonta International

Zonta International has committed \$800,000 from 2014–2016 to UNICEF Rwanda to work toward an HIV-free generation and effective prevention and response to gender-based violence. Zonta's long-standing support and partnership have assisted tens of thousands of victims of gender-based violence and child abuse and helped to reduce the HIV transmission rate for infants in Rwanda to 1.36 percent — a remarkable achievement.



Pakistan

Special Events

PROJECT: UNICEF Audrey Hepburn® Society Ball, Houston

More than 400 UNICEF supporters came together for the second annual UNICEF Audrey Hepburn® Society Ball on October 14, 2014. The event raised more than \$700,000 for UNICEF's lifesaving work, with a matching gift from the Paul G. Allen Ebola Program bringing the total to more than \$1.4 million. A portion of the proceeds benefited UNICEF's efforts to combat the Ebola crisis in West Africa. Penny and Paul Loyd and Alicia and Lance Smith co-chaired the event. The evening honored Janice and Robert McNair with the Margaret Alkek Williams Humanitarian Award for their extraordinary philanthropic work.



PROJECT: UNICEF Children's Champion Award Dinner, Boston

More than 300 guests attended the October 30, 2014, UNICEF Children's Champion Award Dinner at the Four Seasons Hotel honoring U.S. Fund for UNICEF National Board member G. Barrie Landry and UNICEF Supporter Heidi Klum. Ali Achtmeyer, Beth Floor and Bryan Rafanelli co-chaired the gala, and the evening included a musical performance by Kate Voegelé. The dinner and the UNICEF Next Generation After Party raised a record-breaking \$1.2 million.

PROJECT: UNICEF Snowflake Ball, New York City

The December 2, 2014, UNICEF Snowflake Ball, held at the beautiful Cipriani Wall Street, was hosted by Bryant Gumbel and included musical performances by Nico & Vinz and Jill Scott. At this iconic event, the U.S. Fund for UNICEF proudly honored National Board member Hilary Gumbel and Board Chairman of the ONE Campaign, Tom Freston, for their dedication to the world's children. The record-breaking evening raised more than \$3.4 million for UNICEF's lifesaving programs.

PROJECT: UNICEF's Evening for Children First, Atlanta

UNICEF's Evening for Children First, on March 20, 2015, presented by the Isdell Family Foundation, was held at Summerour Studio. More than 200 guests gathered to honor longtime UNICEF supporters Rebecca and Sanjay Gupta. Co-chaired by Ginny Brewer, Cara Isdell Lee and Swati Patel, the evening featured a special menu crafted by celebrity chef Kevin Rathbun. Broadway star and recording artist Shoshana Bean performed, and the live auction featured several exclusive items, including a week's stay at UNICEF Ambassador Vern Yip's Rosemary Beach, Florida, property. The event raised more than \$630,000 for UNICEF's lifesaving programs.

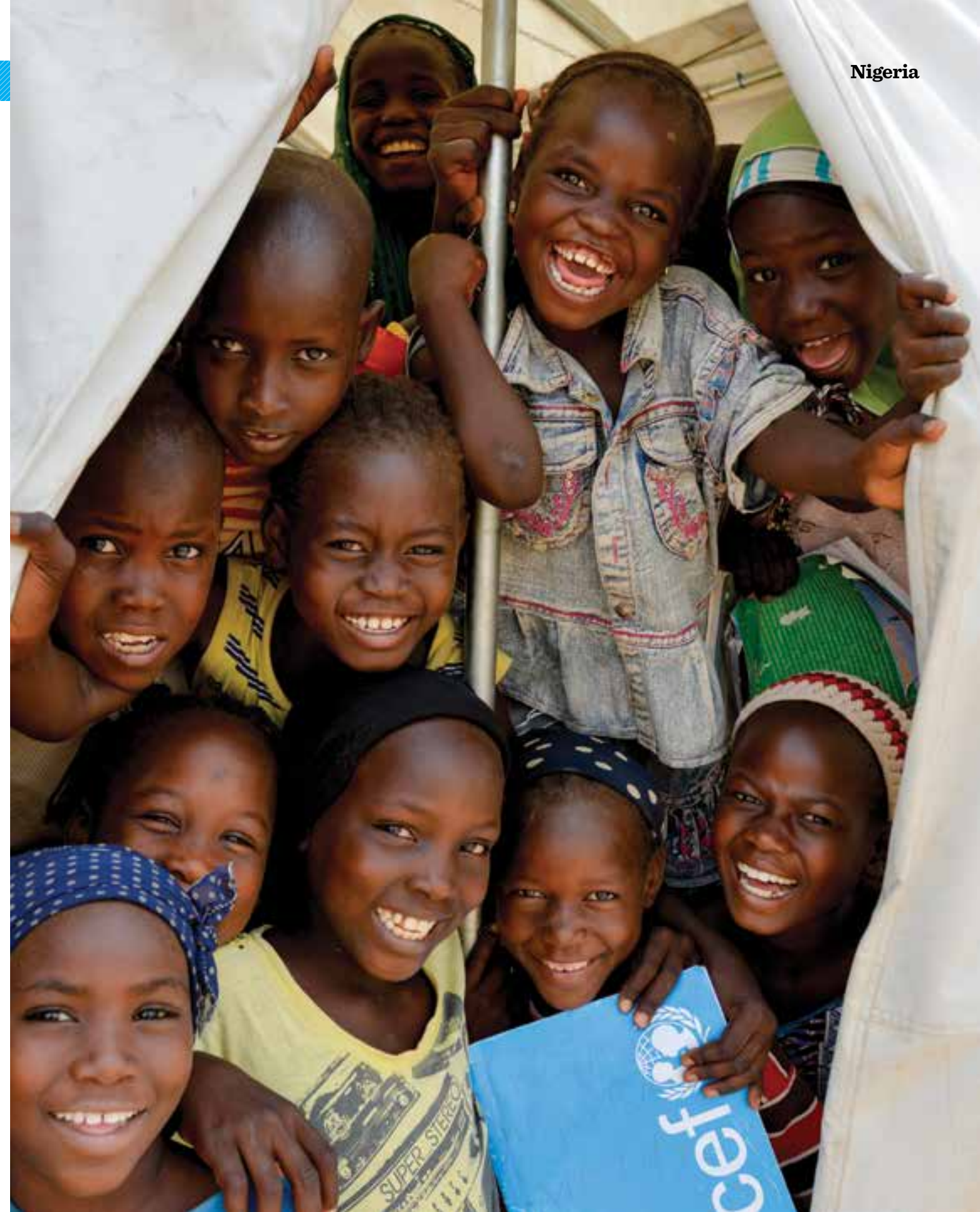
PROJECT: UNICEF Hope Gala and After Party, Chicago

More than 400 guests attended the April 17, 2015, UNICEF Hope Gala and After Party at the Four Seasons Hotel Chicago. Midwest Regional Board members Bill Dietz and Miller Vance co-chaired the gala, which raised \$1.2 million for The Eliminate Project, UNICEF and Kiwanis International's

partnership to eliminate maternal and neonatal tetanus. Guests enjoyed performances by the Chicago Children's Choir and the Ken Arlen Orchestra, silent and live auctions featuring one-of-a-kind experiences and an After Party hosted by UNICEF Next Generation. Lead corporate supporters included Energy BBDO, GCM Grosvenor, Heartland Produce, Hyatt Hotels & Resorts, Kirkland & Ellis, LLP and USG Corporation.

PROJECT: Children First. An Evening with UNICEF, Dallas

On April 24, 2015, more than 300 UNICEF supporters came together for the inaugural Children First. An Evening with UNICEF. The event raised more than \$550,000, with part of the proceeds benefiting UNICEF's Let Us Learn program. Selwyn Rayzor, D'Andrea Simmons, Catie and Aaron Enrico, Joyce Goss, Rich Moses and Serena Simmons Connelly co-chaired the event. American Airlines was honored for the company's 20-year commitment to raising awareness and funds to help children worldwide through UNICEF's Change for Good® Program. ■



SUPPORTERS OF THE U.S. FUND

The following lists acknowledge major contributions of support for the U.S. Fund for UNICEF in Fiscal Year 2015 (July 1, 2014–June 30, 2015)

Corporations

Companies and/or their employees that supported the U.S. Fund for UNICEF, including in-kind gifts.

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Gifts of \$1,000,000 and above

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- Google, Inc.
- Gucci
- Humble Bundle
- Merck
- Montblanc
- Omaze, LLC
- Pfizer, Inc.
- The UPS Foundation
- The Walt Disney Company

UNICEF DIRECTOR'S CIRCLE

Gifts of \$250,000 and above

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- BD
- eBay Giving Works
- Global Impact
- HSN, Inc.
- IKEA Foundation
- Intel

- Johnson & Johnson, Inc.
- JPMorgan Chase
- Kimberly-Clark Foundation
- L'Oréal USA—Giorgio Armani Fragrances
- Microsoft
- NCR Foundation
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- PayPal
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UNICEF LEADER'S CIRCLE

Gifts of \$100,000 and above

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- Baccarat
- Baxter International Foundation
- GP Cellulose
- Mariner Investment Group, LLC
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- National Basketball Players Association
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UNICEF PROVIDED LEARNING MATERIALS TO 16.3 MILLION CHILDREN IN 2014.

Foundations

Grants of \$50,000,000 and above

The Bill & Melinda Gates Foundation

Grants of \$25,000,000 and above

National Philanthropic Trust

Grants of \$1,000,000 and above

Margaret A. Cargill Foundation

Open Society Institute

Grants of \$200,000 and above

The Rockefeller Foundation

The Conrad N. Hilton Foundation

Audrey Hepburn® Society

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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Anonymous (1)*

The Paul G. Allen Ebola Program

Education Above All Foundation —
Educate A Child

Stefan Findel and Susan Cummings-Findel*

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Gifts of \$500,000 and above

Anonymous (3)

The Charles Engelhard Foundation

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Ms. Carrie D. Rhodes*

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Gifts of \$10,000 and above

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LDS Charities

Rotary International

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GlobalGiving Foundation

TB Alliance

Zonta International

\$50,000 and above

National Consortium for Academics
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United Nations Federal Credit Union

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Bhutanese Refugee Communities
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General Federation of Women's Clubs

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IGH Charitable Foundation, Inc.

International Shree Swaminarayan
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Shakira Mebarak

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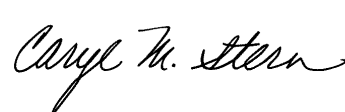
FINANCIAL REPORTS

The U.S. Fund for UNICEF management team, as overseen by the Audit Committee of our Board of Directors, has continued to establish and maintain internal controls and reporting methods that emphasize documentation, implementation and testing. As a result, we have maintained the highest level of ethical, business and financial practices, enabling the U.S. Fund for UNICEF to remain financially sound and sustainable.

The financial summary on page 50 highlights our financial statements, all of which KPMG, LLP audited. A complete set of our financial statements, including the related notes with auditors' unqualified opinion, is available upon request as well as on our website.

At the direction of the Audit Committee, U.S. Fund management has continued to enhance a robust internal audit plan that emphasizes compliance, accountability, data security and reliability in order to help counter any risks that could impact the internal control systems of the organization. The scope of our internal audit testing, approved by the Audit Committee, included testing of controls at our national headquarters involving our grant making and approval process, major donor agreements, major vendor contracts, and whistleblower and conflict of interest policies as well as a review at the regional offices, and all were found to be reliable and effective. We also are in compliance with Federal Form 990 requirements and comply with 403(b) Form 5500 audit requirements. Any findings are reported to the Audit Committee and shared with our independent auditors. The same rigor has been applied when reviewing our information technologies systems for compliance and control.

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.



Caryl M. Stern
President and CEO



Edward G. Lloyd
Chief Operating Officer and
Chief Financial Officer



SINCE 2000, MALARIA DEATH RATES AMONG CHILDREN UNDER 5 HAVE FALLEN 65 PERCENT.

PUBLIC SUPPORT AND REVENUE		2015	2014
Public support:			
Corporate		\$24,689,873	\$20,610,246
Major gifts		30,510,058	27,834,993
Foundations		132,627,609	151,187,420
Non-governmental organizations (NGOs)		90,427,627	89,067,305
Direct marketing		49,397,717	44,983,966
Trick-or-Treat programs		2,468,938	2,749,536
Internet		22,001,204	21,578,866
Other		16,768,291	3,109,342
Gifts-in-kind		121,203,396	212,111,614
Special events income (net of expenses)		7,256,555	5,651,302
Bequests and legacies		11,892,249	20,305,736
Total public support		509,243,517	599,190,326
Revenue:			
Greeting card revenue		3,514,772	3,471,827
Investment return		1,606,434	4,047,158
Change in value of split-interest agreements		(758,925)	160,224
Total revenue		4,362,281	7,679,209
Total public support and revenue		\$513,605,798	\$606,869,535
Expenses:			
Program services:			
Grants to UNICEF and other not-for-profit organizations	\$469,882,209		\$474,626,933
Public information, education, and program services	14,127,752		10,903,715
Advocacy	700,880		961,921
Total program services	484,710,841	90%	486,492,569
Supporting services:			
Management and general	14,622,805	3%	14,571,585
Fundraising expenses	41,976,664	7%	38,083,083
Total supporting services	56,599,469	10%	52,654,668
Total expenses	541,310,310	100%	539,147,237
Change in net assets:	(27,704,512)		67,722,298
Net assets at beginning of year	146,010,200		78,287,902
Net assets at end of year	\$118,305,688		\$146,010,200

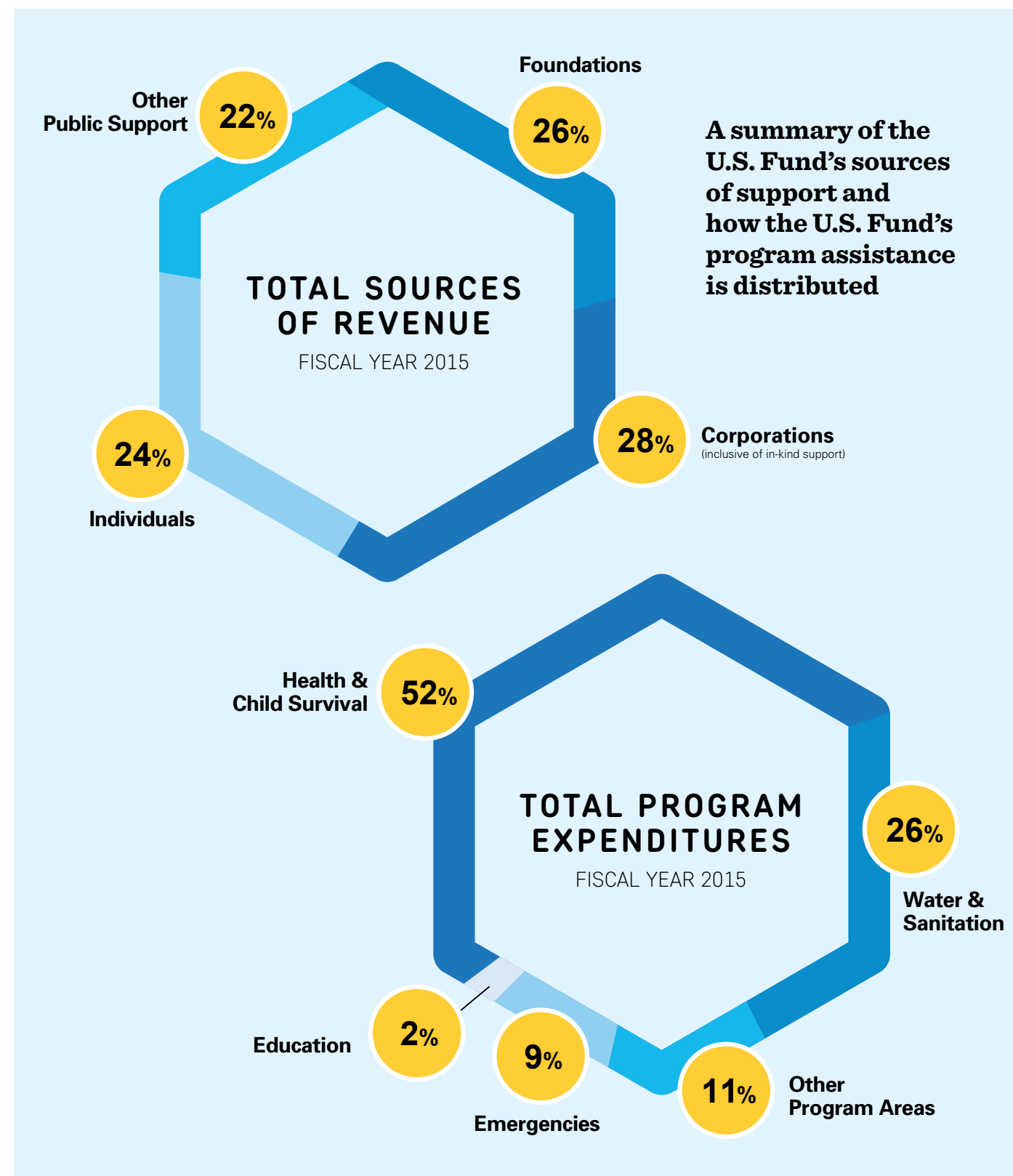
Note 1
Through the Office of Public Policy and Advocacy in Washington, D.C., the U.S. Fund for UNICEF acts as an advocate for the well-being of the world's children. One of the specific functions of the Office of Public Policy and Advocacy is to advise both the administration and Congress about the importance 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 \$132 million to UNICEF in 2015. This funding is provided directly to UNICEF and is not reflected as Revenue in the U.S. Fund's Summary of Financial Highlights, while related expenses are included in the U.S. Fund's total program services.

Note 2
The U.S. Fund for UNICEF has total net assets of \$118 million that consist of:

	Amount \$
Unrestricted	48,275,744
Temporarily Restricted	68,392,615
Permanently Restricted	1,637,329
Total	\$118,305,688

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 Child Survival (which includes the Polio Eradication campaign), Emergencies, HIV/AIDS Education, Child Protection and Other programs.

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 auditors' report, are available either upon request or on the U.S. Fund's website at unicefusa.org.



U.S. Fund for UNICEF

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unicefusa.org
1-800-FOR-KIDS

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AND THE MID-ATLANTIC
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Fax: (202) 296-4060

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(HOUSTON)
U.S. Fund for UNICEF
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(713) 963-9390
Fax: (713) 963-8527

SOUTHWEST REGIONAL OFFICE

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U.S. Fund for UNICEF
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(214) 613-1425

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unicef | children first.
UNITED STATES FUND

Organized under the laws of New York State as a not-for-profit corporation, the U.S. Fund for UNICEF is exempt from tax under Section 501(c)(3) of the Internal Revenue Code and is governed by an independent and non-salaried board of directors. The U.S. Fund for UNICEF qualifies for the maximum charitable contribution deduction by donors. A summary of activities and financial highlights for the fiscal year ending June 30, 2015, is described in this report.

UNICEF was founded in 1946 to help children in postwar Europe, China and the Middle East. Since then, UNICEF has helped save more children's lives than any other humanitarian organization, and it depends entirely on voluntary contributions.

The U.S. Fund was established in 1947, the first of 35 national committees set up globally to support UNICEF and other efforts on behalf of the world's children through fundraising, education and advocacy. Since its inception, the U.S. Fund has provided UNICEF and various NGOs with \$6.3 billion in cash and gifts-in-kind.

The U.S. Fund for UNICEF receives top scores for accountability from Charity Navigator and the Better Business Bureau. Of every dollar we spend, 90 cents goes directly to programs that help children. Only 7 cents goes to fundraising and 3 cents to administration.



children first.