annual report
2013
Children from Sudan run through a field in the Doro camp for refugees in Upper Nile State, South Sudan. Cross-border violence has produced food insecurity for 2.4 million people. More than 18 percent of children under five in the region are suffering from acute malnutrition.
Dear supporters,

How does UNICEF do it? Since 1990, the number of children under the age of five who die of preventable causes has fallen by nearly 50 percent, from 12.6 million in 1990 to 6.6 million in 2012. How? By doing what only UNICEF can do. UNICEF invents and invests in low-cost solutions to persistent problems. It sets the standard for lifesaving tools, from water pumps to SMS technology for tracking public health. It thinks long term and starts early, advocating for educating girls, for exclusive breastfeeding and for treating malnutrition in a newborn’s first 1,000 days. These are proven strategies to help children survive, even in the most challenging places in the world.

The U.S. Fund for UNICEF’s supporters and partners play a huge role in saving those lives. We draw from a deep well of commitment — 432,293 individuals and 12,173 partner corporations, NGOs, schools and clubs supported the U.S. Fund in Fiscal Year 2013, allowing us to deliver more than $500 million worth of support for programs that save, protect and educate children around the world. We have embarked on an ambitious new strategic plan to expand our base of support, enabling us to help more of the world’s children. Despite the remarkable progress, there are still 18,000 children who die every day of preventable causes. We believe that number should be ZERO, and with your help it can be.

Thank you for your compassion and your support.

Preeti and Rachna wash their hands before the midday meal at their school in the village of Hilgna, in India’s Madhya Pradesh state.

Peter Lamm
Chair

Caryl M. Stern
President and CEO
In 2012, UNICEF responded to 286 emergencies in 79 countries. UNICEF’s Supply Division moved to a new warehouse in Copenhagen and procured $2.5 billion worth of supplies and services for children and women around the world.

Delivered 271 million packets of micro-nutrient powder

Helped 29.5 million children in 82 countries get their birth certificates

Supplied 93,000 classroom kits and 15,000 recreation kits

Provided safe water for 18.8 million people in emergencies

Procured 1.9 billion doses of vaccines for 96 countries

Nisha draws on a blackboard wall that was set up in her school to help children practice drawing and writing. The school is part of a pilot project started by UNICEF and the state government of Rajasthan in India. The model project promotes more effective learning environments and better accountability to students and parents.

Ensuring a quality education

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UNICEF's Highlights

The conflict in Syria has affected more than 9 million people, including more than 5 million children. More than 2 million Syrians — half of them children — have fled to neighboring countries including Egypt, Iraq, Turkey, Lebanon, and other neighboring countries. Dala Ahmed Abbas and her three children, below, are among them. They live with two other families in an improvised shelter near Dohuk in Iraq.

UNICEF has been providing emergency health and nutrition supplies, safe water and sanitation facilities and child-friendly spaces to Syrian children across the region.

**FACT:**
UNICEF vaccinated 5.8 million children against measles in Syria and the surrounding region in 2013.

**FACT:**
UNICEF treated more than 927,000 children with severe acute malnutrition in 2012.

Dr. Wagué Diango examines 13-month-old Habi, the woman's baby girl, at a UNICEF-supported nutrition center in the southern Djenne Region in Mali. A severely malnourished child, Habi weighs 17 pounds. The center, one of several in the region, provides medical and nutritional care to malnourished children in the Sahel region as a result of regional droughts and localized droughts. Malnutrition is one of the highest contributors to the Sahel’s child mortality. UNICEF is working with local governments to ensure treatment with ready-to-use therapeutic food.

**Food crisis in the Sahel**

On January 30, people from 19 towns and villages in the Baragou region, in the southern Djenne Region of Mali, requested help from the UNICEF-supported nutrition center. The center’s medical team distributes nutritional supplements to malnourished children who are too weak to travel to other centers.

A member of a UNICEF-supported medical team vaccinates a child living in an urban construction site in Mumbai, India. In February 2012, India was removed from the WHO list of countries where polio is endemic, thanks to efforts by UNICEF and its partners. The national polio immunization data in India is continuously monitored by UNICEF, India and the Indian Ministries of Health and Family Welfare. India has achieved the last outbreak of polio in the world.

UNICEF is the world's largest provider of vaccines for developing countries and uses its scale and buying power to ensure that sufficient quantities of vaccines are available.
Office of Public Policy and Advocacy

The U.S. Fund 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. To educate policymakers, OPPA organized briefings on UNICEF’s State of the World’s Children 2013: Children with Disabilities. This report focuses on UNICEF’s work on child protection and on global health issues. To support these efforts on Capitol Hill, OPPA helped mobilize thousands of UNICEF supporters across the country, who advocated to make ZERO a foreign policy priority.

Education Department

TeachUNICEF added units on disability rights, global citizenship and environmental sustainability to its online library of learning resources and translated its core resources into Spanish. TeachUNICEF also became the newest member of the Partnership for 21st Century Skills, a leading advocate in the U.S. for improving education. In addition, TeachUNICEF partnered with the United Nations Guided Tours Unit to make information about UNICEF available to schools. TeachUNICEF.org enjoyed 65,000 unique visitors and 55,000 resource downloads in Fiscal Year 2013, up 71 percent and 110 percent, respectively, from the previous year.

Trick-or-Treat for UNICEF

Since it began in 1950, Trick-or-Treat for UNICEF has raised more than $170 million and has empowered millions of kids across America to help their peers in developing countries. Last year, kids were encouraged to support UNICEF by designing their own collection boxes—an opportunity to use their creativity to make a positive difference in another child’s life. Actress Chloë Grace Moretz served as the 2012 Trick-or-Treat for UNICEF Ambassador. Chloë was featured on trickortreatforunicef.org and spread the word in media interviews, online and on social media.

UNICEF Ambassadors and Celebrity Supporters

UNICEF Ambassadors and Supporters participated in numerous campaigns, events, field visits and public service activities. This year, engaging celebrity has helped generate millions of followers on social media, cultivate new supporters and highlight key issues in child survival and development. In May 2013, UNICEF Ambassador Lucy Liu visited Lebanon to shine a spotlight on the conflict in Syria. Liu helped raise awareness of the plight of the millions of Syrian children in the region who are affected. She participated in media interviews and speaking engagements, and used digital platforms to reach a mass audience.

Volunteer and Community Partnerships

More than 65,000 volunteers conducted education, fundraising and advocacy activities. The UNICEF High School Club program grew to 240 clubs, and groups from 120 colleges and universities participated in the UNICEF Campus Initiative. The “Live Below the Line” challenge drew 1,000 participants and doubled the amount raised per person over last year. Team UNICEF expanded to the Los Angeles Marathon. The U.S. Fund was a partner in the Global Poverty Project’s Global Citizen Festival in New York City. The UNICEF Action Center, an online resource for volunteers, launched at www.unicefusa.org/actioncenter.

UNICEF Tap Project

This year, the UNICEF Tap Project went digital. A specially designed app for Facebook turned the world’s largest social network into a virtual water network, connecting people from all over the country. Thousands of volunteers participated in the campaign, while UNICEF Ambassadors and other celebrities lent their support on social media. For the fourth year, Giorgio Armani Fragrances returned as national sponsor of the UNICEF Tap Project through its “Acqua for Life” campaign.

Global Citizenship Fellows

The U.S. Fund’s Global Citizenship Fellowship Program is entering its third year. The fellowship prepares a group of committed, globally minded individuals for leadership in public service, and in Fiscal Year 2013 there were 800 applicants for eight fellowships. Global Citizenship Fellows serve as grassroots mobilizers across the U.S., working to raise awareness about issues facing children and to inspire networks of faith-based communities, schools, volunteers and others to take action. Through presentations, film screenings, panel discussions and tabling events, this year’s fellows have reached more than 50,000 people with their message of civic engagement and global citizenship.

UNICEF Tap Project
Highlights of the U.S. Fund’s new strategic plan:

Get ahead of the digital curve.
We will embrace technology and develop a world-class digital presence.

Drive growth.
To reach our fundraising goals, we will pursue growth through fast-growing channels of support.

Do more with less.
We will continue to improve our organizational effectiveness and efficiency.

Win hearts and minds.
We will strengthen our presence in the U.S. by expanding our network of engaged supporters.
**U.S. Fund for UNICEF’s HIGHLIGHTS**

**Advocating for Children with Disabilities**
The U.S. Fund championed the rights of the world’s 93 million children who live with moderate or severe disabilities through the Equal Dreams, Equal Lives campaign in the spring of 2013. The campaign was timed to coincide with the release of UNICEF’s report, State of the World’s Children 2013: Children with Disabilities. Equal Dreams, Equal Lives used public service announcements, op-eds and other media resources to raise public awareness of the discrimination, exclusion and neglect that children with disabilities often face. In Washington, the U.S. Fund advocated for Senate ratification of the Convention on the Rights of Persons with Disabilities.

**Recovering After Sandy**
When Hurricane Sandy hit New York City on October 29, 2012, the U.S. Fund’s headquarters felt the impact. The building suffered severe damage, and staff members worked remotely for weeks, in many cases while dealing with the effects of the storm on their own homes and families. The disruption came just before the extremely busy holiday giving season, but our fundraising, marketing and special events teams rose to the occasion. While the building was under repair, the finance, facilities and information technology teams were outstanding in getting us into temporary spaces and keeping us operational. Meanwhile, the communications teams kept us in touch with one another and up to date on all things UNICEF.

**A New Focus on Monthly Giving**
The U.S. Fund began a concerted effort to expand its monthly pledge program through a variety of channels. Monthly donations are a steady and predictable source of income, and because donations raised through monthly giving are not earmarked for one specific region or initiative, UNICEF can use the funds raised wherever the need is greatest.

**Rahmatuallah, age 14, writes on a white board during a training workshop for electricians at a UNICEF-supported rehabilitation center in Kandahar, Afghanistan. Some 3,000 children, including former child soldiers, learn vocational skills and receive psychosocial counseling at centers like these.**

**NATIONAL LEADERSHIP**

The National Board of Directors governs the U.S. Fund for UNICEF and, in Fiscal Year 2013, it guided us to a productive and noteworthy year. National Board members visited UNICEF programs around the world, hosted major philanthropic initiatives, secured new partnerships and contributed significant resources to support UNICEF’s work on behalf of children.
The U.S. Fund’s Regional Boards made significant contributions to our work across the United States. In a record fundraising year, the boards generated more than $27 million to make a better world for children.

### Regional Leadership

**Midwest**
- **Annual Fundraising Total**: $3.5 million
- Highlights: Thanks to a $1 million matching gift from the Education Above All Foundation, the U.S. Fund raised a total of $2 million to support UNICEF’s education programs for children affected by the conflict in Syria.

**New York**
- **Annual Fundraising Total**: $11.9 million
- Highlights: Raised $8.9 million from major gifts, as well as $3 million from special events.

**Southern California**
- **Annual Fundraising Total**: $3.6 million
- Highlights: Made a commitment to raise $3 million over the next two years for The Eliminate Project to eliminate maternal and neonatal tetanus worldwide.

**Southeast**
- **Annual Fundraising Total**: $3.2 million
- Highlights: Raised more than $2.6 million in major gifts, a new record for the region.

**New England**
- **Annual Fundraising Total**: $3.3 million
- Highlights: Raised more than $28 million in major gifts, a new record for the region.

**Southwest**
- **Annual Fundraising Total**: $3.3 million
- Highlights: Raised $905,000 at the region’s annual fundraising gala in Boston.

**Italian operatic pop vocalists Il Volo**
- Highlights: Raised more than $28 million in major gifts, a new record for the region.

**Southeast Regional Board Chair**
- **Annual Fundraising Total**: $4.1 million
- Highlights: Raised $2 million to support UNICEF’s education programs for children affected by the conflict in Syria.

**Southwest Regional Board Chair**
- **Annual Fundraising Total**: $3.6 million
- Highlights: Made a commitment to raise $3 million over the next two years for The Eliminate Project to eliminate maternal and neonatal tetanus worldwide.

**Southern California Regional Board member**
- **Annual Fundraising Total**: $3.6 million
- Highlights: Thanks to a $1 million matching gift from the Education Above All Foundation, the U.S. Fund raised a total of $2 million to support UNICEF’s education programs for children affected by the conflict in Syria.

**New York Philanthropic Advisory Board member**
- **Annual Fundraising Total**: $4.1 million
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**Southern California Midway New York Southeast New England Southwest**
U.S. Fund for UNICEF PARTNERS & PROJECTS

Individuals
Partner: Roger and Rosemary Enrico
Project: The Eliminate Project
Impact: More than $1 million in matching funds spurred an additional $1 million in match commitments to philanthropy by supporting UNICEF's work globally.

Partner: Lily Safra
Project: Children's Health Fund
Impact: $1 million gift helped deliver routine health-care services to children in rural and marginalized communities in Nepal and Afghanistan. With the education they receive, and $100,000 supported programs for the basic survival of children in the Democratic Peoples Republic of Korea.

Foundations
Partner: The Charles Engelhard Foundation
Project: The Eliminate Project
Impact: More than $1 million was donated $1 million this year as part of a $2.25 million gift to UNICEF, strengthening U.S. Fund for UNICEF operations and improving child protection programs, which will strengthen U.S. Fund for UNICEF's work.

Partner: Hanane Loa Saidane and the Savoirs Foundation for Social Development
Project: School for a Future in Angola
Impact: A gift of more than $500,000 from the Savoirs Foundation helped children recover from disaster experiences through art therapy. This module was being implemented on a large scale, has been tested around the world and is being adapted for use in child-friendly learning environments.

Partner: Amy Robbins Towers, Noyce Foundation
Project: Global Change for Good, a program in which American Airlines and at Admirals Club® lounges and Flagship Lounges® worldwide. The campaign. This effort raised $500,000 to help improve education and technology access.

Corporations
Partner: American Airlines
Project: Change for Good
Impact: American Airlines continued its 18th year of supporting Change for Good, a program in which American Airlines' customers on selected international flights and at Admirals Club® lounges and Flagship Lounges® worldwide. The program raised more than $1 million in a single year to help provide clean water for children and protect children around the world.

Partner: Caterpillar Foundation
Project: UNICEF education programs in Ethiopia, South Africa and Uganda
Impact: The Caterpillar Foundation donated $1 million this year as part of a three-year $3 million commitment to UNICEF's Africa for Schools Initiative. This program includes support for water, sanitation and hygiene interventions in schools, teacher training and school materials and improvements.

Partner: Giorgio Armani Fragrances
Project: UNICEF Tap Project: Acqua for Life
Impact: A gift of more than $500,000 was made for each purchase of Acqua di Gio and Acqua for Life fragrances in the month of March in celebration of the Tap Project.

Partner: The Rockefeller Foundation
Project: The Rockefeller Foundation’s grant of $203,000 is supporting research aimed at ensuring access to and use of quality health services throughout the continuum of care for all people in society.

Partner: Bob and Tamar Manoukian and Stefan Findel and Susan Towers
Project: Strengthening the mental health care system in Vietnam
Impact: More than $1 million was donated to help UNICEF and its partners improve mental health care for vulnerable children and strengthen mental health care systems.

Partner: The Atlantic Philanthropies
Project: Developing a national comprehensive model in Mozambique that includes special needs children, often the most stigmatized and marginalized, and supported the multifaceted needs of both initially displaced and refugee children.

Partner: Bill & Melinda Gates Foundation
Project: Polio eradication; routine immunization
Impact: $1 million gift helped deliver routine immunization services to children in Mozambique, strengthening UNICEF's activities as part of the Global Polio Eradication Initiative; piloting the introduction of oral cholera vaccines in Syria.

Partner: Gucci
Project: UNICEF Tap Project: “Acqua di Gucci for UNICEF” bag
Impact: $1 million was donated in support of UNICEF’s global partnership with Gucci, its fourth year as National Sponsor of the UNICEF Tap Project.

Partner: The Caterpillar Foundation
Project: The Caterpillar Foundation's $1 million contribution to UNICEF's Africa for Schools Initiative supports the inclusion of water, sanitation and hygiene in school curricula.

Partner: American Airlines
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Project: The Eliminate Project
Impact: A gift of more than $500,000 in support of the Eliminate Project to help children recover from disaster experience through art therapy. This module was being tested around the world and is being adapted for use in child-friendly learning environments.

Partner: Amy Robbins Towers, Noyce Foundation
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AIDS FUND

Elimination of new HIV infections in Africa receive a quality education.

the U.S. In addition, IKEA's greeting card

erated more than $8 million for UNICEF

eration "global cause-marketing campaign; "Soft Toys for Educa-

globo, including more than $700,000 in

gation" campaign, IKEA, UNICEF's larg-

in their stores nationwide and gave 100 percent of the pro-

to the U.S. TFC. The company

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UNICEF Children's Champion Award Dinner

Impact: The U.S. Fund honored Lauren Bush Lauren and David Lauren with the 2013 UNICEF Children's Champion Award and Charlene Engeheard with the Haldarla Peterson Humanitarian Award for their enduring commitment to improving children’s lives. Thanks to the event’s sponsors and the leadership of its co-chairs, Alachtneye, G. Barrie Lantry and Brian Railon, the event raised $895,000.

Project: UNICEF Audrey Hepburn® Society Ball

Impact: The inaugural UNICEF Audrey Hepburn® Society Ball raised more than $850,000. Margaret Alkek Williams was honored with The Audrey Hepburn® Society Philanthropist of the Year Award for her dedication and advocacy on behalf of children in Houston and around the world.

Groups and Campaigns

Since it began 63 years ago, Trick-or-Treat for UNICEF has raised $131 million and has empowered millions of kids across America to help their peers in developing countries. Last year, kids helped UNICEF in their own creative way by designing collection boxes — an opportunity to make a unique statement and a positive difference in another child’s life. Actress Chloë Grace Moretz lent her support as the 2012 Trick-or-Treat for UNICEF Ambassador. Chloë lent her support as the 2012 Trick-or-Treat for UNICEF Ambassador. Chloë lent her support as the 2012 Trick-or-Treat for UNICEF Ambassador. Chloë lent her support as the 2012 Trick-or-Treat for UNICEF Ambassador. Chloë lent her support as the 2012 Trick-or-Treat for UNICEF Ambassador. Chloë lent her support as the 2012 Trick-or-Treat for UNICEF Ambassador. Chloë lent her support as the 2012 Trick-or-Treat for UNICEF Ambassador. Chloë lent her support as the 2012 Trick-or-Treat for UNICEF Ambassador. Chloë lent her support as the 2012 Trick-or-Treat for UNICEF Ambassador.

In September 2012, the U.S. Fund for UNICEF’s Next Generation Vietnam launched two new steering committees in Chicago and Los Angeles and held four successful events last year: the UNICEF Masquerade Ball and the fourth annual Next Generation Photo Benefit, both in New York City; the Message of Hope After Party in Chicago; and the Next Gen Los Angeles launch event at the Los Angeles County Museum of Art. UNICEF's National Board members Mary Erdoes, Pamela Fiori, Tea Leoni and its president, Caryl M. Stern, hosted a special Rising Power of Women in Philanthropy breakfast in New York City at the headquarters of JPMorgan Chase & Co. This event featured a panel discussion on how women philanthropists are making a significant impact on the world’s children. The U.S. Fund is actively collaborating with women philanthropists to advance and protect child protection programs they support and helped launch UNICEF’s Next Generation Vietnam. The group has launched two new steering committees in Chicago and Los Angeles and held four successful events last year: the UNICEF Masquerade Ball and the fourth annual Next Generation Photo Benefit, both in New York City; the Message of Hope After Party in Chicago; and the Next Gen Los Angeles launch event at the Los Angeles County Museum of Art. UNICEF's National Board members Mary Erdoes, Pamela Fiori, Tea Leoni and its president, Caryl M. Stern, hosted a special Rising Power of Women in Philanthropy breakfast in New York City at the headquarters of JPMorgan Chase & Co. This event featured a panel discussion on how women philanthropists are making a significant impact on the world’s children. The U.S. Fund is actively collaborating with women philanthropists to advance and protect child protection programs they support and helped launch UNICEF’s Next Generation Vietnam. The group has launched two new steering committees in Chicago and Los Angeles and held four successful events last year: the UNICEF Masquerade Ball and the fourth annual Next Generation Photo Benefit, both in New York City; the Message of Hope After Party in Chicago; and the Next Gen Los Angeles launch event at the Los Angeles County Museum of Art. UNICEF's National Board members Mary Erdoes, Pamela Fiori, Tea Leoni and its president, Caryl M. Stern, hosted a special Rising Power of Women in Philanthropy breakfast in New York City at the headquarters of JPMorgan Chase & Co. This event featured a panel discussion on how women philanthropists are making a significant impact on the world’s children. The U.S. Fund is actively collaborating with women philanthropists to advance and protect child protection programs they support and helped launch UNICEF’s Next Generation Vietnam. The group has launched two new steering committees in Chicago and Los Angeles and held four successful events last year: the UNICEF Masquerade Ball and the fourth annual Next Generation Photo Benefit, both in New York City; the Message of Hope After Party in Chicago; and the Next Gen Los Angeles launch event at the Los Angeles County Museum of Art. UNICEF's National Board members Mary Erdoes, Pamela Fiori, Tea Leoni and its president, Caryl M. Stern, hosted a special Rising Power of Women in Philanthropy breakfast in New York City at the headquarters of JPMorgan Chase & Co. This event featured a panel discussion on how women philanthropists are making a significant impact on the world’s children. The U.S. Fund is actively collaborating with women philanthropists to advance and protect child protection programs they support and helped launch UNICEF’s Next Generation Vietnam. The group has launched two new steering committees in Chicago and Los Angeles and held four successful events last year: the UNICEF Masquerade Ball and the fourth annual Next Generation Photo Benefit, both in New York City; the Message of Hope After Party in Chicago; and the Next Gen Los Angeles launch event at the Los Angeles County Museum of Art. UNICEF's National Board members Mary Erdoes, Pamela Fiori, Tea Leoni and its president, Caryl M. Stern, hosted a special Rising Power of Women in Philanthropy breakfast in New York City at the headquarters of JPMorgan Chase & Co. This event featured a panel discussion on how women philanthropists are making a significant impact on the world’s children. The U.S. Fund is actively collaborating with women philanthropists to advance and protect child protection programs they support and helped launch UNICEF’s Next Generation Vietnam. The group has launched two new steering committees in Chicago and Los Angeles and held four successful events last year: the UNICEF Masquerade Ball and the fourth annual Next Generation Photo Benefit, both in New York City; the Message of Hope After Party in Chicago; and the Next Gen Los Angeles launch event at the Los Angeles County Museum of Art.
The U.S. Fund for UNICEF management team, as overseen by the Audit Committee of the Board of Directors, has continued to implement rigorous internal control processes and ongoing management oversight, and we are pleased to report the highest level of financial transparency and accountability among all of our relevant stakeholders.

At the direction of the Audit Committee, U.S. Fund management has continued to perform a rigorous internal audit plan that applies effective compliance criteria, data controls and systems, mission, values and strategy to ensure that the resources that support our mission are used in an effective and efficient manner.

The Audit Committee, along with our independent auditors and key UNICEF management colleagues, continues to review and assess critical areas of our operations, and I have full confidence in the value and quality of our financial planning and execution. We have a robust internal audit plan that emphasizes compliance, accountability, data integrity, and integrity in order to help counter any risks that could impact our mission. The Audit Committee periodically meets with our auditors and key management and independent auditors at the audit committee and board level to discuss our internal controls and reporting procedures. We also review compliance with applicable laws and regulations, and with the Internal Revenue Service and other independent auditors. The Audit Committee has been engaged in both real-time and post-audit work to understand and control, and we also work closely with KPMG LLP, our external auditors.

We believe that our internal controls, coupled with comprehensive support from our independent auditors and our rigorous audit process, provide management assurance that our financial reports and statements are reliable and that they comply with generally accepted accounting principles.
The following list acknowledges major contributions to and support for the U.S. Fund for UNICEF in Fiscal Year 2013 (July 1, 2012 – June 30, 2013).

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

**UNICEF PRESIDENT’S CIRCLE**
Gifts of $1,000,000 and above
- American Airlines
- Caterpillar Foundation†
- IKEA Foundation
- Merck
- Pfizer, Inc.
- Pier 1 Imports®
- UPS
- Western Union Foundation†

**UNICEF DIRECTOR’S CIRCLE**
Gifts of $250,000 and above
- Apple Records, Inc.
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- GE Foundation
- Google, Inc.
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- L’Oréal USA – Giorgio Armani Fragrances
- M•A•C AIDS Fund
- Unilever United States Foundation Inc.

**UNICEF LEADER’S CIRCLE**
Gifts of $100,000 and above
- Adobe Systems, Inc.
- BD
- BP America
- Microsoft Corp.
- The Presidential Foundation
- The T.J. X Company, Inc.
- The Walt Disney Company†

Donations of service
Delta Air Lines
1 Includes payment of multi-year pledges.

**UNICEF EVENTS CIRCLE**
Gifts of $50,000 and above
- The Bill & Melinda Gates Foundation
- The Atlantic Philanthropies (USA), Inc.
- The Rockefeller Foundation
- Stavros Niarchos Foundation
- The ELMA Foundation
- Doris Duke Charitable Foundation

**AUDREY CIRCLE**
Gifts of $25,000 and above
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- Roger and Rosemary Enrico
- G. Barrie Landry and the Barrie Landry Charitable Foundation*
- Bob and Tamie Minerowitz*
- Mrs. Lily Safra*
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Gifts of $10,000 and above
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**HUMANITARIAN**
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**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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Annual Report 2013
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U.S. Fund for UNICEF

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Amy Robbins Towers, the Nduna Foundation

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Pat Lanza and the Lanza Family Foundation

Peter and Deborah Lamm

Danny Kaye Society

The Danny Kaye Society honors those supporters who are investing in the future development and education of children around the world by naming the U.S. Fund for UNICEF in their estate plans. Legacy gifts include charitable bequests, charitable remainder units, charitable gift annuities.

As of July 1, 2013, 1,090 members of the Danny Kaye Society have informed the U.S. Fund for UNICEF of their estate plans. We applaud their foresight and leadership in making legacy gifts include charitable bequests, charitable remainder units, charitable gift annuities.

**NExT GENERATION**

world through their estate plans this year.

We are deeply grateful to the 163 supporters

Estate Supporters

of children live safer, healthier lives and moved

gifts of $1 million or more cumulatively

the world by naming the U.S.

gifts of $5,000 and above

into the U.S. Fund for

future generations of children a priority.

applaud their foresight and leadership in making

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charitable gift annuities.

Legacy gifts include charitable bequests, charitable remainder units, charitable gift annuities.

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Program and Community Engagement

For every action you take on behalf of children save lives.

resources or mobilizing your members to increase awareness and funds, every penny you raise and every minute you spend advocating helps the work of our ship Fellows, educators, civil society partners, and energy of our volunteers, Global Citizen Movement. We appreciate the commitment, time, talent and energy of our volunteers, and we thank you for your commitment to the success of our work. Whether you are a donor, activist, volunteer, or supporter, you are making a difference in the lives of the children we serve. Thank you for your support and dedication.

$100,000 and above

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Zions International Foundation

$10,000 and above

United Methodist Church
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Team UNICEF

$1,000,000 and above

Kiwanis International Foundation

$100,000 and above

Platinum Society

National Foundation

Gold Society

Silver Society

Bronze Society

Diamond Society

Platinum Society

Diamond Society

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Gold Society

National Foundation

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United States Office

Annual Report 2013
continued

Program and Community Engagement, Supporters American Airlines and Coinstar, Inc. Starcom MediaVest, as well as Promotional raising more than $2.4 million. The U.S. Fund participated in Trick-or-Treat for UNICEF, faith-based groups, corporate partners and Treat for UNICEF campaign. Millions of 2012 marked the 62nd year of the Trick-or-Treat for UNICEF University of Texas at Dallas United Way Shaam Relief Foundation Presbyterian Church USA Philadelphia Links, Inc. Phi Iota Alpha Fraternity, Inc. Philoptochos Society, Inc. International Zinc Association General Federation of Women’s Clubs Council for Children in Urgent Need $10,000 and above

U.S. Fund for UNICEF High School Advanced Remarketing Services $50,000 and above

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UNICEF’s Next Generation

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U.S. Fund for UNICEF

Annual Report 2013
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 allowed by law for donations made during the fiscal year ending June 30, 2013. The U.S. Fund for UNICEF 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 with more than $5.5 billion in cash and gifts-in-kind.

The U.S. Fund for UNICEF receives its highest ratings for accountability from Charity Navigator and the Better Business Bureau. Of every dollar we spend, 96.5 cents goes to programs that help children. Only 3.5 cents goes to fundraising and 2.5 cents to administration.

Organized under the laws of New York State as a not-for-profit corporation, the U.S. Fund for UNICEF is governed by an independent and non-salaried board of directors. The U.S. Fund for UNICEF qualifies for the maximum charitable contribution deduction allowed by law for donations made during the fiscal year ending June 30, 2013. The U.S. Fund for UNICEF 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 with more than $5.5 billion in cash and gifts-in-kind.

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