“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)
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 80 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

UNICEF HELPED PROTECT
5.6 MILLION CHILDREN
AND YOUNG PEOPLE FROM
ARMED VIOLENCE IN 2014.
Confronting some of the most devastating crises in recent memory, UNICEF supported millions of children and families around the world last year.

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.

UNICEF STOOD READY TO DELIVER LIFESAVING SUPPLIES TO CHILDREN IN EMERGENCIES ALMOST ANYWHERE IN THE WORLD WITHIN 72 HOURS.
UNICEF HAS HELPED CUT THE NUMBER OF POLIO-ENDEMIC COUNTRIES FROM 125 (1988) TO 2 (TODAY) AND REDUCE POLIO CASES BY 99 PERCENT.
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.

**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.

**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; 9,500 metric tons of supplies delivered. Back-to-school supplies help 660,000 children return to learning.

**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.

**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, electrical 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.

**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.
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 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.

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 Engagement, 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 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 volunteering 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 — 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 15 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 Partner Giorgio Armani Fragrances; Proud Supporter BuyCostumes.com and Spokesperson Zendaya.

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 Hasbro 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–Chicago; NextGen Art Party–LA; UNICEF Snowflake After Party–NY; and the Chicago Message of Hope After Party. In addition to our Steering 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 $230,000 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 $80,000 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.
U.S. FUND IN ACTION
Nepal
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.

NATIONAL LEADERSHIP
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-
REGIONAL LEADERSHIP

This page, counterclockwise from top right: Rob Brown, Midwest Regional Board Chair and U.S. Fund for UNICEF National Board member; Joyce Geis, North Texas Regional Board member, in Nicaragua in February; Alli Achtmeyer 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.

Emergency 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 Bassel 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.

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 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.

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.

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.
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.

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**

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**GE Foundation**

**PARTNER: GE Foundation**

In Fiscal Year 2015, the GE Foundation donated more than $1.1 million as part of its 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 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 Gò and Acqua di Gioia fragrance purchased during March 2015 in the U.S.
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 HSN Cares Trick-or-Treat for UNICEF Primetime Special, Caryll M. Starr, 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 UNICEF: Top Chefs Unite in Support of The Children. HSN Cares also raised more than $60,000 to support UNICEF’s relief effort in Nepal.

**HSN**

**PARTNER:** HSN, Inc. HSN, a Trick-or-Treat for UNICEF National Partner, raised more than $869,000 through HSN Cares, the philanthropic arm of the company. HSN brands Chasing Fireflies, 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 mHealth SMS platform to broadcast public health messaging and strengthen communications between ministries of health and community health workers.

**PARTNER:** Google, Inc.

...
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 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 $60,000 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 hard-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’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 386,000 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. Rhodes 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:** 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.

**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:** GHR Foundation

Grants of $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.

**PARTNER:** Rotary International

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:** TB Alliance

Kiwanis International

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**PARTNER:** GHR Foundation

Grants of $800,000 from 2014–2016 to UNICEF 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.

**PARTNER:** Kiwanis International

Kiwanis International has committed $800,000 from 2014–2016 to UNICEF 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.
PARTNERS & PROJECTS

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 Raffanelli co-chaired the gala, and the evening included a musical performance by Kate Voegele. 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 $635,000 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 Kan 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’Andra 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.
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)

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

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We are deeply grateful to the 160 supporters who lost a legacy of a lifetime for the children of the world through their estate plans this year. Their generous gifts, which totaled $11,892,249 in Fiscal Year 2015, helped thousands of children live safer, healthier lives. We extend our sympathy and heartfelt thanks to their loved ones.

Danny Kaye Society
The Danny Kaye Society honors those supporters who are investing in the future survival and development of children around the world by naming the U.S. Fund for UNICEF in their estate and financial plans. Legacy gifts include charitable bequests, beneficiary designations, charitable trusts and charitable gift annuities. As of July 1, 2015, 1,210 members of the Danny Kaye Society have invested the U.S. Fund for UNICEF in their estate plans. We applaud their foresight and leadership in making future generations of children a priority.

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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

<table>
<thead>
<tr>
<th>Source</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public support:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Corporate</td>
<td>$24,689,873</td>
<td>$20,610,246</td>
</tr>
<tr>
<td>Major gifts</td>
<td>30,010,658</td>
<td>27,804,993</td>
</tr>
<tr>
<td>Foundations</td>
<td>132,827,609</td>
<td>151,187,420</td>
</tr>
<tr>
<td>Non-governmental organizations (NGOs)</td>
<td>90,427,627</td>
<td>89,067,305</td>
</tr>
<tr>
<td>Direct marketing</td>
<td>49,397,717</td>
<td>44,983,866</td>
</tr>
<tr>
<td>Trick-or-Treat programs</td>
<td>2,468,938</td>
<td>2,749,536</td>
</tr>
<tr>
<td>Internet</td>
<td>22,001,204</td>
<td>21,579,866</td>
</tr>
<tr>
<td>Other</td>
<td>16,788,291</td>
<td>3,109,342</td>
</tr>
<tr>
<td>Gifts-in-kind</td>
<td>121,203,306</td>
<td>121,111,614</td>
</tr>
<tr>
<td>Special events income (net of expenses)</td>
<td>7,258,525</td>
<td>5,651,362</td>
</tr>
<tr>
<td>Requests and legacies</td>
<td>11,802,249</td>
<td>20,305,736</td>
</tr>
<tr>
<td><strong>Total public support</strong></td>
<td>$552,433,517</td>
<td>$599,190,526</td>
</tr>
</tbody>
</table>

| Revenue:                                  |                     |                     |
| Greeting card revenue                    | 3,514,772           | 3,471,827           |
| Investment return                         | 1,008,434           | 4,047,158           |
| Change in value of split-interest agreements | 756,925             | 160,224             |
| **Total revenue**                         | 4,382,281           | 7,679,209           |

| **Total public support and revenue**      | $513,605,798         | $600,869,535        |

### Expenses:

#### Program Services:

<table>
<thead>
<tr>
<th>Source</th>
<th>Percent of Total Expenses</th>
<th>Percent of Total Expenses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grants to UNICEF and other not-for-profit organizations</td>
<td>469,982,209</td>
<td>474,026,933</td>
</tr>
<tr>
<td>Public information, education, and program services</td>
<td>14,127,762</td>
<td>10,903,715</td>
</tr>
<tr>
<td>Advocacy</td>
<td>700,880</td>
<td>961,921</td>
</tr>
<tr>
<td><strong>Total program services</strong></td>
<td>484,710,841</td>
<td>90%</td>
</tr>
</tbody>
</table>

#### Supporting Services:

<table>
<thead>
<tr>
<th>Source</th>
<th>Percent of Total Expenses</th>
<th>Percent of Total Expenses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management and general</td>
<td>14,622,805</td>
<td>3%</td>
</tr>
<tr>
<td>Fundraising expenses</td>
<td>41,376,664</td>
<td>3%</td>
</tr>
<tr>
<td><strong>Total supporting services</strong></td>
<td>56,999,469</td>
<td>10%</td>
</tr>
</tbody>
</table>

| **Total expenses**                        | 541,310,310               | 100%                      |

| Change in net assets:                     | (27,794,512)              | 67,722,298                |
| **Net assets at beginning of year**       | 146,010,200               | 78,287,302                |
| **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:

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted</td>
<td>46,275,744</td>
</tr>
<tr>
<td>Temporarily Restricted</td>
<td>68,382,615</td>
</tr>
<tr>
<td>Permanently Restricted</td>
<td>1,637,329</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$118,305,688</td>
</tr>
</tbody>
</table>

This summary was prepared by the U.S. Fund for UNICEF from its financial statements, which were audited by PwC, 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.
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 donations.

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.