



for every child

UNICEF: For Every Child



UNICEF programs have helped cut child mortality rates in half since 1990.

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For over 70 years, the United Nations Children’s Fund has been putting children first, protecting their rights and providing the support they need to survive and thrive. UNICEF has helped save more children’s lives than any other humanitarian organization in the world. And we’re not stopping now.

UNICEF was created in 1946 to provide lifesaving assistance to children who were devastated by World War II. UNICEF USA was the first National Committee created to support UNICEF’s activities. As UNICEF expanded its reach and the scope of its work over the last seven decades, UNICEF USA has been there at every step, providing major fundraising and advocacy support for UNICEF’s global programs for children.

UNICEF works in 190 countries and territories, carrying out programs, fundraising, and advocacy. And we never give up. UNICEF provides children with water, nutrition, health care, education, protection and emergency relief, using low-cost, high-impact, sustainable solutions. These efforts have helped slash child

mortality rates by more than half since 1990 and save 122 million children’s lives.

UNICEF responds to around 300 humanitarian crises every year around the globe. At a time when one out of every four children in the world lives in a country or area affected by armed conflicts, UNICEF and partners work tirelessly to protect those in greatest need.

The gravest humanitarian emergency of our time, the child refugee crisis, has grown to engulf nearly 50 million children, including 28 million children forcibly uprooted by violence and conflict. The Syrian civil war is at the heart of this crisis. Since the conflict began in 2010, the number of child refugees worldwide has jumped by roughly 75 percent. These children are among the most vulnerable on earth.

UNICEF receives no funds from the United Nation’s member-state dues and so relies on voluntary contributions. More than 89 cents of every dollar spent by UNICEF USA supports UNICEF’s work helping the world’s most vulnerable children and their families. ●

Right now, UNICEF is providing children with...

EMERGENCY RELIEF

UNICEF provides lifesaving aid to victims of drought, famine, earthquakes, floods and violent conflict.

EDUCATION

UNICEF shapes education policy and promotes teacher training, creates temporary learning centers for kids caught in conflict and provides schools with classroom materials.

HEALTH CARE

The world’s largest procurer of vaccines, UNICEF immunizes 45% of all children and promotes high-impact interventions.

NUTRITION

UNICEF works to prevent mother and child malnutrition, promote breastfeeding, and respond to severe acute malnutrition by providing 80% of the world’s therapeutic food.

WATER, SANITATION AND HYGIENE (WASH)

In poor and conflict-affected communities, UNICEF provides water and improves sanitation and hygiene to prevent waterborne illness.

CHILD PROTECTION

UNICEF works to end child marriage, labor and conscription, and unite families after disaster.



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Top 10 Things To Know About UNICEF



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1 UNICEF is a human rights and development organization, not a charity.

- UNICEF has a United Nations mandate to advocate for children’s rights, to help meet their basic needs and to expand their opportunities to reach their full potential.
- UNICEF believes in and promotes the Convention on the Rights of the Child, a global human rights treaty for children.
- UNICEF protects children’s rights and development through programs on health, education, water and sanitation, protection, nutrition and more.
- In conflicts, UNICEF’s commitment to neutrality allows the organization to negotiate cease-fires and set up humanitarian corridors to save and protect children.
- UNICEF holds everyone equally accountable to children — calling out rights violations by governments and non-state actors alike.

How UNICEF Helps

- In 2019, UNICEF procured 2.43 billion doses of vaccines for 99 countries reaching nearly half of the world’s children under five years old.
- In 2019, UNICEF helped 18.3 million additional people gain access to safe drinking water and 15.5 million additional people gain access to basic sanitation services.
- In 2019, UNICEF treated 4.9 million children for severe wasting and other forms of severe malnutrition.
- In emergency situations, UNICEF is on the ground co-leading education programs for children. In 2019, UNICEF reached 7.4 million children with schooling services through formal or non-formal school classes.
- UNICEF responded to 281 humanitarian emergencies in 2019 – from conflicts to natural disasters – in 96 countries.

How You Can Help

- Write a check to **UNICEF USA:**
125 Maiden Lane,
New York, NY 10038
- Give online: unicefusa.org
- Give by phone:
1-800-FOR KIDS
- Put **UNICEF USA** in your will: contact legacygifts@unicefusa.org

2 UNICEF believes in equity.

- Every child, everywhere, has a right to survive, develop and reach his or her full potential. Yet, every day, more than 15,000 children under age five die from preventable causes.
- UNICEF is committed to changing this for all children — including the most marginalized and vulnerable.
- UNICEF works to address inequity at its root — from child poverty to education and health.

3 UNICEF is (almost) everywhere.

- UNICEF works in over 190 countries and territories, with programs in 157 countries and National Committees in 33 countries conducting advocacy, education and fundraising.
- The oldest and largest of the national committees, UNICEF USA was UNICEF's largest private sector donor in 2019.

4 UNICEF delivers results for children at scale.

- In 2019, total expenses for UNICEF programs amounted to \$5.65 billion.
- UNICEF's core programs include health, water, sanitation and hygiene (WASH); nutrition; HIV/AIDS; education; child protection; social inclusion; gender equality/girls' empowerment; and emergency relief. UNICEF also works on disabilities, early childhood development, safe and healthy environments, and adolescent development.

5 UNICEF is a leader in emergencies.

- In 2019, UNICEF responded to 281 humanitarian emergencies in 96 countries.
- UNICEF is the global leader in emergencies on WASH, nutrition and gender-based violence, and is the co-lead on education in emergencies.
- UNICEF is dedicated to ensuring special protection for children in humanitarian crises, no matter where they are.
- UNICEF's humanitarian warehouse in Copenhagen, Denmark, the world's largest, can ship supplies anywhere in 48–72 hours.

6 UNICEF has access and influence.

- UNICEF partners with governments, shaping policies from the

top down, while also working at the community level.

- This vertical access allows UNICEF to ensure the sustainability of programs and to leverage resources across partnerships, borders and programs for maximum impact.

7 UNICEF helps shape the global development agenda.

- By the end of the 2000–2015 Millennium Development Goals (MDGs) period, great strides had been made on goals such as poverty reduction and drinking water access, but uneven progress left millions of children behind.
- UNICEF helped shape the 17 Global Goals for Sustainable Development (SDGs) for 2030 to reach every child, tackle child poverty, achieve gender equality, end violence against children, end preventable child and maternal deaths, empower adolescents and break the cycle of chronic crises.

8 UNICEF has the expertise and data to do the job right.

- UNICEF is the global leader for data on children. UNICEF data shapes policies and programs at the highest levels to reach millions of children with lasting solutions.
- UNICEF offices share knowledge with peers and partners across the world, working both regionally and globally.
- UNICEF funds critical research to identify barriers to progress and continually improve its effectiveness in providing evidence-based solutions for children.

9 UNICEF amplifies children's voices.

- UNICEF advocates for children to have a seat at the table when it comes to issues affecting their lives and futures, from helping shape the SDGs to calling on governments to mitigate the risks of climate change.
- UNICEF's innovative U-Report empowers adolescents to hold leaders accountable and to report problems like sexual exploitation in schools, or shortages of drugs in local clinics.

10 UNICEF is over 70 years old!

- Founded in 1946 to meet the emergency needs of children after World War II, UNICEF became a permanent part of the United Nations in 1953.
- Today, UNICEF remains as committed as ever to its mission of helping every child, everywhere, realize his or her rights.



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UNICEF vs. UNICEF USA

What's the Difference?

UNICEF's Mission

- To advocate for children's rights, help meet their basic needs and expand their opportunities to reach their potential.
- To ensure special protection for the most disadvantaged children — victims of war, disasters, extreme poverty, all forms of violence and exploitation, and those with disabilities.
- To promote the equal rights of women and children and to support their full participation in the political, social and economic development of their communities.

Background

- Founded as the United Nations International Children's Emergency Fund in 1946 to meet the emergency needs of children in post-WWII Europe and China, UNICEF's mandate was broadened in 1950 to address the long-term needs of children and women in developing countries. UNICEF became a permanent part of the UN system in 1953.
- UNICEF is non-partisan and its cooperation is free of discrimination. The most disadvantaged children and the countries in greatest need have priority.

Impact

- UNICEF views the survival, protection and development of children as universal imperatives, integral to human progress.
- UNICEF helps countries mobilize the political will and resources to form policies and deliver services for children.
- UNICEF works towards the attainment of the sustainable human development goals and vision of peace and social progress enshrined in the UN Charter.
- UNICEF responds in emergencies to protect the rights of children. In coordination with UN partners and humanitarian agencies, UNICEF makes its unique rapid response facilities available to provide care for children and relieve their suffering.

UNICEF USA's Mission

- To work for the survival, protection and development of children worldwide through advocacy, education and fundraising for UNICEF's work.
- To increase the engagement of all Americans who care about the well-being of children. Our vision is a better world for children everywhere.

Background

- UNICEF USA is one of 33 organizations, called national committees, that secure crucial financial support and government funding for UNICEF.
- UNICEF USA and other private sector donors raised approximately 22% of UNICEF's operational budget in 2018.
- UNICEF USA is headquartered in New York and has regional offices in Boston, Washington, D.C., Chicago, Atlanta, Houston, Dallas, Los Angeles, and San Francisco.

Impact

- UNICEF USA helps to provide the means to achieve UNICEF's vision of children's survival, protection and development.
- In fiscal 2018, UNICEF USA's total revenue was more than \$597 million.
- UNICEF USA successfully advocated for Congress to direct the U.S. Government to allocate \$132.5 million to UNICEF in fiscal year 2017 and fiscal year 2018.
- UNICEF USA has a nationwide base of supporters: more than 500,000 individual donors; more than 10,000 corporations, foundations and NGOs; and more than 800 campus clubs at high schools and colleges around the country.

To donate or learn more about our work, please visit unicefusa.org.