



children first.

# 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](https://unicefusa.org).