Two girls finish homework outside their tent home in the Kawergosk camp near Erbil, Iraq, which hosts more than 13,000 Syrian refugees.
Earlier this year, on a Friday evening in the middle of January, two of our best and brightest UNICEF colleagues, Ms. Basra Hassan and Dr. Nasreen Khan, went to have dinner at a restaurant in Kabul, Afghanistan. As they ate their meals, a bomb exploded in the café, killing both of them. Basra was a nutrition specialist from Michigan, and Nasreen was a health specialist from Pakistan. These brave women made the ultimate sacrifice for the cause we all believe in: putting children first.

They never faltered in their determination to do more for children, no matter how difficult the circumstances might be. We think of them whenever the world’s calamities start to seem a little overwhelming. This past year has been difficult for the world’s children, from Typhoon Haiyan in the Philippines to the Ebola outbreak in West Africa and ongoing conflicts in Syria, South Sudan and Central African Republic. UNICEF has been on the ground from the first days of every one of these emergencies, doing whatever it takes to save and protect children’s lives. We’re making progress, too, against deadly diseases that can be easily prevented. Polio, which was once feared across the world, was officially eradicated this year in India, and UNICEF played an important role in that historic achievement.

The U.S. Fund for UNICEF’s partners came through with unprecedented generosity in supporting that work. This year, 483,389 individuals, 10,778 partner corporations, NGOs, schools and clubs supported the U.S. Fund in Fiscal Year 2014, helping to raise $606.8 million, the highest amount in the history of the organization.

Thank you for your compassion and your support.

Peter Lamm
Chair

Caryl M. Stern
President and CEO
Syria
UNICEF has been on the ground in Syria helping to mobilize the largest humanitarian operation in history. Six and a half million children have been affected by the conflict, including 1.6 million children who are living as refugees in neighboring countries. One million children are no longer in school. Despite enormous operational challenges, UNICEF and its partners have provided more than 16 million people with clean, safe drinking water and immunized more than 25 million children against polio in Syria and the region. The U.S. Fund for UNICEF supported all these efforts and delivered nearly 20,000 winter clothing kits to child refugees in northern Iraq and Lebanon, in partnership with UPS and a dedicated team of volunteers. The U.S. Fund also coordinated a field visit to the Za‘atri refugee camp in Jordan, the largest in the region, and brought Syria to classrooms across the U.S. through TeachUNICEF, its global citizenship education initiative.

Philippines
Typhoon Haiyan, one of the most powerful tropical storms ever recorded, struck the Philippines in November 2013. More than 6,000 people were killed, and thousands of homes were destroyed. More than 14 million Filipinos, including nearly 6 million children, were affected. UNICEF responded immediately: Working with the government of the Philippines and partner organizations, UNICEF helped provide clean water for nearly a million people, delivered emergency health kits to depleted clinics, reunited lost children with their families, provided psychosocial support and opened child-friendly spaces and temporary schools for thousands of students. The U.S. Fund mobilized a massive fundraising effort, raising just under $20 million to support the immediate emergency response and long-term recovery.
Central African Republic
The deeply impoverished Central African Republic has been mired in violence since December 2012. Fighting has displaced nearly 670,000 people, and at least 4,000 children have been forcibly recruited by armed groups. Meanwhile, the number of children treated for severe acute malnutrition tripled from 2013 to 2014, placing a severe strain on the country’s only functioning pediatric hospital. UNICEF and its partners have screened more than 80,000 children for malnutrition and admitted more than 17,000 for care. Despite high insecurity, UNICEF freed more than 1,000 child soldiers and provided educational supplies and accelerated learning programs for 30,000 children. The U.S. Fund supported programs to protect children in Central African Republic from violence, disease and malnutrition.

South Sudan
The conflict that began in December 2013 has affected 7 million South Sudanese and forced more than 1.8 million people to flee their homes. With farmers unable to plant crops, food has become exceedingly scarce, putting 4 million people at risk of starvation. UNICEF has admitted more than 9,000 children under five to therapeutic care for severe acute malnutrition and immunized nearly 730,000 children 15 years old and under against measles. In addition to providing safe places for children to learn and play, and reuniting children with their families, UNICEF and partners have provided access to clean water for more than 3 million people. The U.S. Fund helped provide clean water, medical care and nutritional support to children and families in South Sudan.

Ebola
Several countries in West Africa are facing an outbreak of the Ebola virus that has become a major regional threat. More than 3,500 cases of the deadly disease were reported between March and August 2014. UNICEF is working across West Africa—in Côte d’Ivoire, Gambia, Guinea, Guinea-Bissau, Liberia, Mali, Senegal and Sierra Leone—to prevent further spread of the virus, through mobile messaging and communication campaigns that counter misinformation about how the virus is transmitted. UNICEF and its partners have reached at least 5.5 million people in West Africa since the outbreak was declared, distributing essential supplies to affected communities and hospitals.

Progress on Polio
In March 2014, the World Health Organization officially declared that polio was eradicated in India, thanks to efforts by UNICEF and its partners to eradicate the disease worldwide by 2018. The U.S. Fund for UNICEF’s two largest partners, the Bill & Melinda Gates Foundation and Rotary International, contributed significantly to this effort. Rotary, which has been at the forefront of the fight to eradicate polio for more than two decades, supported UNICEF India’s work to strengthen routine immunization and ensure levels of child immunity remain high. Polio is a highly infectious viral disease that attacks the nervous system, and children under five are the most vulnerable. It remains endemic in three countries: Nigeria, Pakistan and Afghanistan. UNICEF provides nearly 40 percent of the world’s vaccines, using its scale and buying power to ensure that sufficient quantities of vaccines are available.
Celebrity Relations & Partnerships

In Fiscal Year 2014, celebrity engagement helped generate millions of dollars in donations, cultivate new supporters and highlight key issues in child survival and development. UNICEF Ambassadors and Supporters participated in numerous awareness and fundraising campaigns, field visits, events and publicity efforts to support UNICEF programs. In the fall, Disney Channel star Laura Marano served as the Trick-or-Treat for UNICEF Ambassador. During the holidays, UNICEF Goodwill Ambassador Katy Perry gave an awe-inspiring performance at the UNICEF Snowflake Ball to honor fellow UNICEF Goodwill Ambassador Danny Glover for his 25 years of service. In May, UNICEF Ambassador Selena Gomez visited Nepal to witness the impact of UNICEF’s lifesaving work.

Education

In Fiscal Year 2014, TeachUNICEF secured $350,000 in grant funding to develop the Humanitarian Action for Children Program, which will increase global competence among students through participation in an interactive simulation that deepens understanding of child rights and prepares students to take meaningful action in response. In conjunction with this new program, TeachUNICEF launched its new Global Citizenship Brief magazine for students in March. The inaugural edition focused on UNICEF’s No Lost Generation campaign in Syria. TeachUNICEF also collaborated with many organizations to support efforts on behalf of the world’s children, including the Partnership for 21st Century Skills, the National Council for the Social Studies, the Asia Society and the Committee for Teaching about the United Nations.

The UNICEF Bridge Fund

The UNICEF Bridge Fund was launched in 2011 by the U.S. Fund as an innovative impact investment vehicle. It enables UNICEF to fast-track lifesaving assistance to children in need around the world through the use of flexible capital. This year, the Bridge Fund generated over $21 million in program activity, including accelerating funding commitments to eradicate polio and providing essential medicines to children and mothers in Sierra Leone. The Bridge Fund also increases UNICEF’s ability to respond to emergencies worldwide, such as the devastating Typhoon Haiyan in the Philippines. Since inception, Bridge Fund assets have leveraged over $51 million of activity, impacting the lives of more than 7 million children.

U.S. FUND IN ACTION

Reaching millions of supporters and volunteers, the U.S. Fund helps the public stay informed and engaged.
In its eighth year, the UNICEF Tap Project promotional supporters American Airlines, the support of National Sponsors HSNi for UNICEF, raising more than $3 million.

Millions of children across the country, as October 2013 marked the 63rd year of the administration, disabilities, water and sanitation, progress on child mortality, birth registration, a wide range of children’s issues, including policymakers, OPPA briefed Congress on UNICEF in Fiscal Year 2014. To educate policymakers, OPPA briefed Congress on UNICEF supporters across the country, $132 million was secured for UNICEF and appropriations for child survival and maternal health.

UNICEF’s emergency relief efforts in the Philippines and raised more than $175,000 to support New York City area running community campaign, which engaged the greater Philippine community, which engaged the greater New York City area running community and raised more than $175,000 to support UNICEF’s global programs.

Run for the Philippines
Immediately after Typhoon Haiyan struck the Philippines, New York Road Runners, our longstanding partner, reached out to set up the Run for the Philippines campaign, which engaged the greater New York City area running community and raised more than $175,000 to support UNICEF’s emergency relief efforts in the Philippines.

Live Below the Line
More than 1.2 billion people around the world survive on less than $1.50 a day. This year, we challenged our supporters to Live Below the Line for just five days, by limiting their spending on food and drink to just $7.50 over five days. The campaign mobilized hundreds of people and raised more than $40,000 for UNICEF’s global nutrition programs.

End Trafficking
The End Trafficking project is the U.S. Fund for UNICEF’s initiative to raise awareness about human trafficking and mobilize communities to take meaningful action to protect children. We educate and activate through in-person and online trainings, film screenings, public-awareness campaigns and social media. This year, we engaged 8,736 people at 55 events, garnered more than 616 million media impressions and mobilized more than 3,000 people to write to Congress to strengthen anti-trafficking legislation. Two internal research studies indicate that from 2012–2013, awareness levels, familiarity and concern about human trafficking have increased significantly among the general population and among the U.S. Fund’s constituents.

Global Citizenship Fellows
The U.S. Fund for UNICEF’s Global Citizenship Fellowship Program prepares a group of committed, globally minded individuals for leadership in public service. In Fiscal Year 2014, there were 1,200 applications for 13 fellowships in 8 cities across the U.S. Global Citizenship Fellows serve as grassroots mobilizers across the U.S., working to raise awareness about issues facing children and to inspire 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 80,000 people with their message of civic engagement and global citizenship.

Volunteers
More than 70,000 volunteers engaged in education, fundraising and advocacy activities. The UNICEF High School Club program grew to 320 clubs while the UNICEF Campus Initiative had a presence in more than 120 colleges and universities. More than 200 highly engaged college student leaders attended an interactive summit in which they learned more about UNICEF’s work and discussed how to mobilize their peers and local communities for UNICEF. The U.S. Fund was a partner for a second time in the Global Poverty Project’s Global Citizens Festival in New York City.

Winning Hearts & Minds
One of the U.S. Fund for UNICEF’s strategic priorities is to “win hearts and minds.” A key component of that work is the U.S. Fund’s efforts to build a network of advocates that we can mobilize to take action in support of UNICEF’s mission. Building this network has several goals: to strengthen affinity and financial support among constituents, to improve global citizenship skills in the U.S., to build a future base of supporters and to ensure that the U.S. Government will continue to make children a priority in global and national policy. The U.S. Fund’s supporters come from many directions: through a new advocacy network, an expansion of our high school and college programs, and deepening partnership opportunities with civil society organizations. This year, the U.S. Fund exceeded its targets in all categories of engagement metrics, reporting 918,740 informed supporters against a goal of 700,000.

K.I.N.D. (Kids in Need of Desks)
Led by MSNBC’s Lawrence O’Donnell, the K.I.N.D. campaign raised nearly $2 million to provide desks for children in schools in Malawi, where four out of five students do not have a desk or chair. The K.I.N.D. Fund also provided scholarships for girls attending secondary school in rural Malawi.

Sports Partnerships
The sports world stepped up in many ways this year to help the world’s children. In the aftermath of Typhoon Haiyan in the Philippines, the National Basketball Association (NBA), Major League Baseball (MLB), Miami Heat, New York Yankees, San Francisco Giants and basketball star Pau Gasol all supported UNICEF’s relief efforts. The Sacramento Kings began a groundbreaking partnership with the U.S. Fund in March to raise awareness about UNICEF’s work to bring clean water to children throughout the world. UNICEF Ambassador Tyson Chandler continued his work on behalf of children, while the NBA’s Serge Ibaka is funding a child protection initiative through UNICEF Congo.

Digital Fundraising
The U.S. Fund maintains a robust digital program, including search engine and email marketing. The U.S. Fund also completed a thorough redesign of its website, unicefusa.org. By expanding the reach of its digital platforms, the U.S. Fund raised $21.6 million in online donations in Fiscal Year 2014.
1. National Board member Dikembe Mutombo with his wife, Rose Mutombo, at the Audrey Hepburn® Society Ball in Houston.
4. National Board member Henry Schleiff at the UNICEF Snowflake Ball. 5. U.S. Fund supporter Beth Floor and National Board member G. Barrie Landry visited Colombia in February.
6. National Board Chair Peter Lamm meets with children during a field visit to Aceh Province, Indonesia in February, 2014. Lamm accompanied UNICEF Executive Director Anthony Lake on the visit for a firsthand look at UNICEF’s role in the region’s continuing recovery from the 2004 tsunami.
The Mid-Atlantic Regional Board was launched in June 2014 as the U.S. Fund for UNICEF’s newest regional addition. Board members are passionate advocates of children and include corporate executives, parents, community leaders and advocacy experts, as well as longtime UNICEF supporters, all from the Washington, D.C., metropolitan region.

The Midwest Region had its most successful fundraising year to date. In the first year of its campaign, the Midwest Regional Board raised more than $2 million toward its $3 million commitment for The Eliminate Project, UNICEF’s partnership with Kiwanis International, to end maternal and neonatal tetanus worldwide. This effort included the successful and beautiful Message of Hope Gala, which raised a record $1.2 million.

The New England Region established new highs for attendees and sponsorship, helping the New England Region to raise $2.4 million in major gifts.

UNICEF and its partners have reached 5.5 million people in West Africa with vital information about how to prevent Ebola.
New York
With the leadership of the New York Regional Board, the New York Region raised $84.4 million in individual philanthropic support for the U.S. Fund for UNICEF. The Snowflake Ball was a highlight of the year and generated an additional $2.8 million. The Ball was co-chaired by New York Regional Board member Daniella Vitale, who presented the Spirit of Compassion award to her colleague Mark Lee, CEO of Barneys New York.

Northwest
The Northwest Regional Board, launched in January 2014 with seven committed board members, focused on raising the visibility of UNICEF in the Bay Area. The region’s first Speaker Series Luncheon was held in late April and featured UNICEF Disability Advocate Cara Yar Khan. The board has also hosted events and meetings related to the Bridge Fund and The Eliminate Project.

Southeast
The Southeast Region raised more than $3.2 million, a 78 percent increase from the previous year, hosted a Speaker Series event on trafficking, which drew more than 700 attendees, and held the UNICEF Audrey Hepburn® Society Ball, and Dallas held the second annual Audrey Hepburn® Ball, and Houston held the UNICEF Southwest Hepburn® Gala, raising more than $1 million.

Southwest
Regional boards of directors in Dallas and Houston, the Southwest Region raised more than $2.6 million in major gifts. Houston held the second annual Audrey Hepburn® Society Ball, and Dallas held the third annual UNICEF Experience, together raising more than $1 million.
UNICEF's Next Generation helped raise more than $900,000 to support UNICEF programs worldwide, including three UNICEF Innovation Labs in Southeast Asia and the UNICEF Tap Project. Eight Next Generation Steering Committee members volunteered remotely with the UNICEF Burundi field office for months and traveled to the country in May to support the UNICEF Innovation Team in areas such as data visualization, microfinance, communications and software technology. NextGen also held five successful events last year: UNICEF Masquerade Ball-NYC, UNICEF Masquerade Ball-LA, UNICEF's Next Generation Photo Benefit in New York City and Los Angeles and the Chicago Message of Hope After-Party.
South Sudanese children read from their textbooks at the UNICEF-supported Shamba Primary School in the Kakuma refugee camp in northwest Kenya.
**PARTNERS & PROJECTS**

The following lists acknowledge partners and projects for the U.S. Fund for UNICEF in Fiscal Year 2014 (July 1, 2013 – June 30, 2014)

**Corporations**

**American Airlines**

Supporting UNICEF’s Change for Good program for the nineteenth year, American Airlines engaged its employee volunteers, known as “Champions for Children,” and customers in raising $1.05 million in donations of foreign and domestic currency in a single year on select international flights, as well as at Admirals Club® lounges and Flagship Lounges® worldwide. Funds raised supported global HIV/AIDS programs, maternal and neonatal health in Bolivia, emergency relief and recovery following Typhoon Haiyan in the Philippines, and UNICEF programs worldwide.

**Disney**

This year, Disney provided more than $3.4 million in support of UNICEF’s innovative work and programming for children. On April 10, guests and cast members at Disney Parks around the world united in song to celebrate the 50th anniversary of “it’s a small world,” the classic Disney Parks attraction that opened as a tribute to peace and hope at the 1964 New York World’s Fair. Parks from around the world also joined the festivities in a first-of-its-kind online global sing-along to benefit UNICEF. In May, Disney, DreamWorks Animation, collaboration with Bad Robot launched Star Wars: Force for Change, an initiative dedicated to finding creative solutions to some of the world’s biggest challenges. The first Star Wars: Force for Change campaign raised critical funds for UNICEF’s Innovation Labs and programs. Also, Disney and ESPN committed to a three-year grant to fund the Caravana do Esporte project in 15 new communities in Brazil.

**Pier 1 Imports®**

As National Sponsor Trick-or-Treat for UNICEF, HSN, Inc. through its lifestyle brands HSN, Grandin Road and Chasing Fireflies, launched online retail stores that featured and sold Halloween-themed items to benefit UNICEF. Guest stars and cast members at Disney Parks and programming for children.

**Pfizer Inc**

Provided support to UNICEF’s emergency response after Typhoon Haiyan in the Philippines.

**UPS**

UPS provided more than $1 million of grant funding, as well as logistical assistance. As part of UNICEF’s campaign to help Syrian children survive the winter, UPS delivered 20,000 winter clothing kits to Syrian refugees in Lebanon and Iraq. UPS mobilized its worldwide network of staff, warehouses and shipping and freight services to support the initiative, providing more than 100 volunteers to assemble and pack the kits alongside UNICEF volunteers. UPS flew 220,000 pounds of emergency aid to Iraq, including items such as health, recreation and education kits, water and sanitation supplies, and ready-to-use therapeutic food to assist Syrian refugee children and their families. UPS also assisted UNICEF in Malaysia by delivering enough health kits to prevent and treat malaria, diarrhea and pneumonia for 2.7 million people for one month.

**Western Union Foundation**

Western Union and the Western Union Foundation contributed its steady supply of oral polio vaccine that can be swiftly dispatched anywhere in the world. This loan will help make that possible.

**Other Partners**

**Milton G. and Josephine A. Firestone Foundation**

The Firestone Foundation provided more than $1.4 million in support for UNICEF’s worldwide programs, including providing emergency food assistance to Syrian refugee children in Iraq, and providing health, recreation and education kits to children in Afghanistan. The Firestone Foundation also supported UNICEF’s efforts in West Africa to provide health and nutrition services to children and pregnant and breastfeeding women. The Firestone Foundation provided $100,000 to support the Bridge Fund’s work to eradicate polio.

**Pershing Square Foundation**

Located in New York City, the Pershing Square Foundation is dedicated to improving the lives of children and families in the United States and around the world. As a founding investor in and the largest single donor to UNICEF’s Bridge Fund, the Pershing Square Foundation has provided $10 million in support of UNICEF’s work to eradicate polio. The Pershing Square Foundation’s commitment to the Bridge Fund is part of Pershing Square’s broader mission to improve the lives of children and families around the world.

**The Caterpillar Foundation**

Continuing its support of UNICEF education programs in Ethiopia, Rwanda and South Africa, the Caterpillar Foundation completed its investment in a three-year, $3 million commitment to UNICEF’s Schools for Africa initiative, which includes support for water, sanitation and hygiene in schools, teacher training, and school materials and improvements.

**GP Cellulose**

GP Cellulose launched the Green Hand™ Project, a two-year commitment to donate $1 to the U.S. Fund for UNICEF for every metric ton of Golden Isok® fluff pulp purchased by its customers in China, with a maximum contribution of $500,000. Donations will help improve water and sanitation facilities and support hygiene and nutrition programs for an estimated 15,000 students in schools across China in the provinces of Yunnan, Guizhou, Guangxi and Xinjiang.

**Unilever United States**

In April, the UNICEF Summer of Cool Project promoted UNICEF and the importance of giving, while also helping children in need. The project collected a total of 1.5 tons of clothing to benefit children in the United States.

**UNICEF Summer of Cool Project**

This summer, UNICEF partnered with fashion retailer Forever 21 to provide clothing and hygiene kits to children in need around the world. The project collected a total of 1.5 tons of clothing to benefit children in the United States.

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Foundations

**PARTNER:** Margaret A. Cargill Foundation

The Margaret A. Cargill Foundation awarded a grant of $2.5 million for disaster risk reduction in Nepal and the Philippines. Through this grant, UNICEF utilizes training, capacity building, awareness raising, and community and institutional development to build resilience in communities and reduce disaster-related impact on children.

**PARTNER:** The Bill & Melinda Gates Foundation

The Bill & Melinda Gates Foundation was the largest private foundation donor to the U.S. Fund in 2014, granting more than $4.5 million in funds for lifesaving programs. Programs generously supported by the Foundation include: Newborn Action Plan, emergency response for Syrian refugees in Jordan, capacity-building with UNICEF Advocacy and Human Resources, and the Message of Hope Gala conference in Johannesburg, South Africa.

The Foundation also continued support for the following programs: global- and country-focused programs for Syrian children.

**PARTNER:** National Philanthropic Trust

The National Philanthropic Trust granted two awards totaling more than $750,000 to support UNICEF's work around the world.

**PARTNER:** Anonymous Individual

A gift of $600,000 funded the Mid-west campaign of The Eliminate Project, an effort to eliminate maternal and neonatal tetanus from the world. The donor joins the U.S. Fund for UNICEF and Kiwanis International in an effort to tackle one of the most pressing issues facing child survival. This contribution ensured that more than 277,000 women and future newborns will be protected from tetanus.

**PARTNER:** The Davee Foundation

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**PARTNER:** Anonymous Individual

A gift of $1.1 million in philanthropic support will allow UNICEF to reach some of the poorest and most vulnerable children. Additional investment funds were provided through the U.S. Fund for UNICEF’s, Knorr’s, and growth and to strengthen the U.S. Fund’s corporate constituencies.

**PARTNER:** Harold and Annette Simmons

A gift of $500,000 helped UNICEF mobilize resources in the immediate aftermath of Typhoon Haiyan and supported long-term recovery in the Philippines by strengthening the resilience of the most vulnerable communities.

**PARTNER:** Amy Towers, Nduma Foundation

Continuing her support of research, evaluation and capacity building in Zimbabwe, Amy Towers gave $1 million to support the Collaborating Center for Operational Research and Evaluation. She has supported this program, give a UNICEF Innovation Lab, with more than $4.5 million of funding.

**PARTNER:** The Rotary International Foundation

Rotary is a critical partner with UNICEF in the fight to eradicate polio forever. This year, Rotary International granted $58.5 million to the U.S. Fund for UNICEF in support of UNICEF’s polio eradication efforts. Activities focused on Afghanistan, Nigeria and Pakistan, the three countries where the polio virus remains endemic. Rotary Funding has supported initiatives in impoverished and conflict-affected countries where outbreaks have occurred and continue to threaten children, including Iraq, Chad, South Sudan and Democratic Republic of Congo. This financial support to UNICEF’s immunization activities in India to maintain the country’s eradication status.

**PROJECT:** United Methodist Committee on Relief (UMCOR)

UMCOR partnered with the U.S. Fund for UNICEF to reduce child and maternal mortality and morbidity by reducing malaria prevalence. UMCOR committed $1,533,701 to procure 390,000 bed nets for the Bo region of 5 by providing nutrition supplements and vaccines, and promoting lifesaving practices such as breastfeeding and safe hygiene.

In addition, the Fundels supported the humanitarian response to the emergency in Syria and the production of an inspirational video to expand support for the UNICEF Bridge Fund.

**PARTNER:** Anonymous Individual

A gift of $900,000 helped UNICEF mobilize anonymous philanthropists to participate in the program.

**PARTNER:** Civil Society Partners and Campaigns

**PARTNER:** Kiwanis International Foundation

Kiwanis International continues its strong partnership with UNICEF to eliminate maternal and neonatal tetanus from the world. Kiwanis and UNICEF also agreed to join forces with the U.S. Fund for UNICEF’s, and families by reducing malaria prevalence. UMCOR committed $1,533,701 to procure 390,000 bed nets for the Bo region of 5 by providing nutrition supplements and vaccines, and promoting lifesaving practices such as breastfeeding and safe hygiene.

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**PROJECT:** The UNICEF Ball, presented by Baccarat, in Los Angeles on Jan. 14, 2014. More than 700 guests attended the black-tie affair at the Beverly Wilshire Hotel honoring Michael Douglas, who is UNICEF’s National Ambassador for Peace, and Ghada Irani, the U.S. Fund for UNICEF’s Southern California Board Chair. Mark Ruffalo, who has been known to wrangle up to 15,000 fans to raise money to eradicate polio, raised more than $15,000, 000 to support UNICEF’s work around the world.

**PROJECT:** UNICEF’s Message of Hope Gala and After-Party in Chicago on April 17, 2014. More than 400 guests attended the 2014 UNICEF’s Message of Hope Gala and After-Party to raise $2 million for UNICEF and support UNICEF’s efforts to procure mosquito nets for children in 116 countries around the world.

Special Events

**PROJECT:** The UNICEF Snowflake Ball, held at Cipriani Wall Street, was hosted by Bryant Gumbel and included a special musical performance by UNICEF Goodwill Ambassador Katy Perry. The U.S. Fund for UNICEF was proud to honor UNICEF Goodwill Ambassadors Danny Glover and Mark Lee, CEO of Barneys New York, for their dedication to the world’s children.

The evening raised more than $2.8 million.

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More than 560,000 guests attended the annual UNICEF Experience Atlanta, which featured former Secretary of State James Baker III, Téa Leoni, Alyssa Milano and the event’s lead benefactors, Tamara and Bob Manoukian. The ball raised a record-breaking $12.6 million.

**PROJECT:** UNICEF’s Message of Hope Gala and After-Party in New York City on Dec. 3, 2013. The 2013 UNICEF Snowflake Ball, held at Cipriani Wall Street, was hosted by Bryant Gumbel and included a special musical performance by UNICEF Goodwill Ambassador Katy Perry. The U.S. Fund for UNICEF was proud to honor UNICEF Goodwill Ambassadors Danny Glover and Mark Lee, CEO of Barneys New York, for their dedication to the world’s children.

The evening raised more than $2.8 million for UNICEF’s lifesaving programs.

**PROJECT:** UNICEF Experience Atlanta on April 27, 2014. More than 560 guests attended the fourth annual UNICEF Experience Atlanta, which included: a dinner and performance by former President Jimmy Carter; a dinner and performance by Robert L. Brown, Carol Dawley, Linda Hafven and Yvonne Serrino. Lead corporate sponsors included A.T. Kearney, Energy BBDO, GCM Groswor, Hyatt Regency Atlanta, and the U.S. Fund for UNICEF. The ball raised $1.5 million.

**PROJECT:** UNICEF’s Message of Hope Gala will help protect more than 666,000 children and their future newborns against tetanus.

**PARTNER:** Zonta International

Zonta International, Rwanda is on track to achieve an HIV-free generation by 2015.

**PARTNER:** Rotary

Rotary is a critical partner with UNICEF in the fight to eradicate polio forever. This year, Rotary International granted $58.5 million to the U.S. Fund for UNICEF in support of UNICEF’s polio eradication efforts. Activities focused on Afghanistan, Nigeria and Pakistan, the three countries where the polio virus remains endemic. Rotary Funding has supported initiatives in impoverished and conflict-affected countries where outbreaks have occurred and continue to threaten children, including Iraq, Chad, South Sudan and Democratic Republic of Cong. This financial support to UNICEF’s immunization activities in India to maintain the country’s eradication status.
Gifts of $100,000 and above

UNICEF LEADER’S CIRCLE

Pier 1 Imports
GE Foundation†

Gifts of $1,000,000 and above

UNICEF PRESIDENT’S CIRCLE

that supported the U.S. Fund for UNICEF

Companies and/or their employees

Corporations

Western Union and the Western Union

Microsoft Corporation

L’Oréal USA – Giorgio Armani Fragrances

J.P . Morgan Chase

IKEA Foundation

GP Cellulose†

Google Inc.

The Carnival Corporation & plc, the Miami

Audrey Hepburn Society

Audrey Hepburn® Trademark: Property

Mr. Harry W. Lange*

Mr. Kurt Landsberger

Peter and Deborah Lamm*

Olivia B. Hansen*

Benito and Frances Gaguine Foundation*

The Charles Engelhard Foundation

Mr. and Mrs. Steve Eaton

The Charles Engelhard Foundation

Roger and Rosemary Einich* 

Beintos and Frances Gagueine Foundation

Muffy Noyes

Ms. Margaret Alkek Williams and the Albert

and Margaret Alkek Foundation

HUMANITARIAN

Gifts of $100,000 and above

Anonymous (17)

Mr. and Mrs. William F. Ashmeyer

Dr. and Mrs. Heinz Aschbach* 

Ms. Marian Aris* 

Argyro Family Foundation

Mr. and Mrs. J. Gregory Ballentine* 

Mr. Robert J. Brinker* 

Susanne Cabhaleiro and Ian Rosenfield*

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Every penny you raise and every minute members to increase awareness and funds, resources or organizations mobilizing your Team UNICEF, educators using TeachUNICEF a member of our UNICEF Campus Initiative volunteers conducting grassroots fundraisers, we appreciate the commitment, time, talent and energy of our volunteers, Global Citizen-Program and Community Engagement

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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 strong during these still unpredictable financial times.

The financial summary on page 38 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, and we have met Payment Card Industry (PCI) compliance standards.

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
FINANCIAL RESULTS
Public Support, Revenue, Expenses and Net Assets

PUBLIC SUPPORT AND REVENUE

<table>
<thead>
<tr>
<th>Category</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate</td>
<td>$20,610,246</td>
<td>$15,063,959</td>
</tr>
<tr>
<td>Major gifts</td>
<td>27,834,903</td>
<td>22,629,267</td>
</tr>
<tr>
<td>Foundations</td>
<td>151,187,420</td>
<td>107,360,948</td>
</tr>
<tr>
<td>Non-governmental organizations (NGOs)</td>
<td>89,887,305</td>
<td>10,425,343</td>
</tr>
<tr>
<td>Direct marketing</td>
<td>44,983,366</td>
<td>32,489,076</td>
</tr>
<tr>
<td>Trunk-or-treat programs</td>
<td>2,749,536</td>
<td>2,088,851</td>
</tr>
<tr>
<td>Internet</td>
<td>21,578,866</td>
<td>17,733,677</td>
</tr>
<tr>
<td>Other</td>
<td>3,105,342</td>
<td>7,181,535</td>
</tr>
<tr>
<td>Gifts-in-kind</td>
<td>212,111,614</td>
<td>260,990,327</td>
</tr>
<tr>
<td>Special events income (net of expenses)</td>
<td>5,051,302</td>
<td>4,472,621</td>
</tr>
<tr>
<td>Recipients and legacies</td>
<td>20,205,736</td>
<td>6,209,549</td>
</tr>
<tr>
<td><strong>Total public support</strong></td>
<td>$59,190,326</td>
<td>$46,645,533</td>
</tr>
</tbody>
</table>

Revenue:

<table>
<thead>
<tr>
<th>Source</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greeting card revenue</td>
<td>$4,472,318</td>
<td>$2,971,855</td>
</tr>
<tr>
<td>Investment income</td>
<td>4,047,158</td>
<td>2,690,159</td>
</tr>
<tr>
<td>Change in value of split-interest agreements</td>
<td>150,224</td>
<td>(205,980)</td>
</tr>
<tr>
<td><strong>Total revenue</strong></td>
<td>$5,651,302</td>
<td>$5,467,933</td>
</tr>
</tbody>
</table>

**Total public support and revenue**

2014: $606,869,535
2013: $592,592,067

EXPENSES:

<table>
<thead>
<tr>
<th>Category</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grants to UNICEF and other non-profit organizations</td>
<td>$414,826,933</td>
<td>$212,504,436</td>
</tr>
<tr>
<td>Public information</td>
<td>10,903,715</td>
<td>9,588,405</td>
</tr>
<tr>
<td>Advocacy</td>
<td>361,937</td>
<td>382,492</td>
</tr>
<tr>
<td><strong>Total program services</strong></td>
<td>$436,693,580</td>
<td>$254,586,333</td>
</tr>
<tr>
<td>Management and general</td>
<td>14,418,483</td>
<td>11,180,201</td>
</tr>
<tr>
<td>Fundraising expenses</td>
<td>36,930,320</td>
<td>35,007,158</td>
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<td><strong>Total supporting services</strong></td>
<td>$52,346,703</td>
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<td><strong>Total expenses</strong></td>
<td>$489,040,283</td>
<td>$300,773,692</td>
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Note 2

The U.S. Fund for UNICEF has total net assets of $146 million that consist of:

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<tr>
<th>Net Assets</th>
<th>2014</th>
<th>2013</th>
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<tr>
<td>Unrestricted</td>
<td>$47,595,626</td>
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</tr>
<tr>
<td>Temporarily Restricted</td>
<td>96,777,245</td>
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<tr>
<td>Permanently Restricted</td>
<td>1,637,329</td>
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<tr>
<td><strong>Total</strong></td>
<td>$146,010,200</td>
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Net unrestricted net assets are used to account for public support that is unrestricted in nature. Temporarily restricted net assets are used to account for contributions that have donor-imposed restrictions that have not been fulfilled either in time or by purpose. Permanently restricted net assets are utilized to account for true endowments, whereby the donor has permitted the U.S. Fund for UNICEF to use the income for operations but has prohibited the use of principal. Temporarily restricted net assets will be used to fund various projects such as Child Survival (which includes the Polio Eradication campaign), Emergencies, HIV/AIDS Education, Child Protection and Other programs.

FINANCIAL RESULTS

PUBLIC SUPPORT AND REVENUE

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Note 3

This summary was prepared by the U.S. Fund for UNICEF from its financial statements, which were audited by KPMG, LLP. The complete financial statements, including the related notes and auditor’s report, are available upon request.

A summary of the U.S. Fund’s sources of support and how the U.S. Fund’s program assistance is distributed:

- **38%** Corporate (inclusive of in-kind support)
- **25%** Foundation
- **20%** Individuals
- **17%** Other Public Support
- **50%** Child Survival
- **18%** Water & Sanitation
- **16%** Health
- **8%** Other Program Areas
- **6%** Emergencies
- **2%** Education

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 2014. This funding is provided directly to UNICEF and is not reflected as Revenue in the Summary of Financial Highlights, while related expenses are included in total program services.
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, 2014, 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 1948 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 for UNICEF receives top scores for accountability from Charity Navigator and the Better Business Bureau. Of every dollar we spend, 90.2 cents goes directly to programs that help children. Only 7.1 cents goes to fundraising and 2.7 cents to administration.

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