

UNICEF USA Annual Report

# 2017

# Giving Hope



children first.



# Nigeria



Niger

Chad



Maiduguri

Cameroon

200 Km

Equatorial  
Guinea





The United Nations Children's Fund (UNICEF) works in more than 190 countries and territories to put children first. UNICEF has helped save more children's lives than any other humanitarian organization, by providing health care and immunizations, clean water and sanitation, nutrition, education, emergency relief and more. UNICEF USA supports UNICEF's work through fundraising, advocacy and education in the United States. Together, we are working toward the day when no children die from preventable causes and every child has a safe and healthy childhood.



# Malawi



United  
Republic  
of Tanzania

Zambia

Mozambique

**Blantyre** ★

Zimbabwe

100 Km







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# Giving Hope

Here at UNICEF USA, we have many reasons for optimism. Our mission, to put children first, is built on hope. In fact, UNICEF's work should give *everyone* hope. Since 1990, UNICEF and partners have helped cut global mortality for children under five by 56%, saving 122 million lives. Today, UNICEF vaccinates nearly half the world's children, saving 3 million lives each year. And no one knows more about emergencies than UNICEF, which responded to 344 last year.

The children UNICEF helps also offer examples of hope. Myo from Myanmar is one such child. Violence forced him and his family from home. But, despite adversity no ten-year-old should have to endure, Myo has not given up. He remains eager to learn in a UNICEF-supported school. "Math is my favorite subject," Myo explains, "but when I grow up, I want to be a doctor so I can help people."

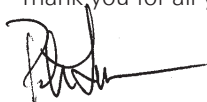
We know many of you find UNICEF USA's work inspiring, too. Last fiscal year, 471,305 individuals and 10,168 partner corporations, foundations, NGOs, schools and clubs helped give nutrition, water, relief, health, education, safety and joy to millions of children.

Our growing activation of the American public is also encouraging. To date, UNICEF Kid Power has mobilized hundreds of thousands of kids, educators and parents. Together, they have walked more than 100 billion steps and helped save the lives of 52,000 severely malnourished children.

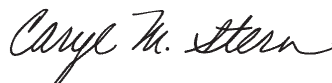
Moreover, last April, nearly 350 UNICEF USA supporters (a record number) from across the nation gave voice to children's needs on Capitol Hill, engaging in 176 meetings with members of Congress while other supporters sent 15,744 letters that day. Once again, our joint advocacy helped secure the U.S. government's vital \$132.5 million appropriation to UNICEF.

Most heartening of all, since UNICEF USA's founding in 1947, your generosity has enabled us to raise a cumulative total of \$7.2 billion in donations and gifts-in-kind for children, including nearly \$512 million in gifts last fiscal year. That represents a lot of hope.

Thank you for all you do to put children first.



**Peter Lamm**  
Chair



**Caryl M. Stern**  
President and CEO



Syrian Arab Republic



unicef



P.O : 810 4 3231

SL009708  
Winter clothes.set  
child. 12 years

الكمية	المسادة	رقم
1	قبعة صوف	1
1	لحفة صوف	2
1	كفوف صوف	3
1	جاكيت شتوي	4
1	كفاز قطن	5
1	بنطال قطن	6
1	مفاتيح داخلي	
1	جوارب	
1	حذاء	

38 x 33 x 27



## Ecuador



Galapagos  
Islands



Colombia

★ Zumbahua

Peru

100 Km

Since its founding in 1947,  
UNICEF USA has raised over

**\$7.2 billion**

in cash and gifts-in-kind  
to help put children first.







# Haiti



The Bahamas

Cuba

Jérémie

Dominican Republic

50 Km





# Giving Relief

For more than 70 years, when disaster strikes, UNICEF has delivered emergency assistance to keep children alive, healthy and safe. Ten months ago, UNICEF accelerated water and sanitation, nutrition, health care, education and child protection for more than a million children threatened by famine in Africa, the aftermath of Hurricane Matthew in Haiti and brutal conflict in Syria.

## Hurricane Relief in Haiti

When Hurricane Matthew made landfall on October 4, 2016, it ravaged Haiti's southwestern coast, killing at least 546 and displacing 180,000. It flattened buildings, destroyed livelihoods and devastated crops and livestock, leading to food shortages and widespread malnutrition. It damaged water and sanitation systems, spreading cholera. And it wrecked hundreds of schools, disrupting education for tens of thousands of students. In fact, Matthew was the worst hurricane to hit the Caribbean in a decade. Two months later, more than 500,000 Haitian children were still in dire need of aid.

UNICEF's relief work began well before Hurricane Matthew hit, as teams collaborated with UNICEF Haiti to pre-position supplies and coordinate emergency response. UNICEF's humanitarian relief engine kicked into high gear right as the storm hit and accelerated in the immediate aftermath, continuing through the long months of recovery.

Giving relief to Haitian children and families has involved restoring access to safe water, vaccinating children against cholera and measles and delivering emergency medical supplies to health clinics, as well as dispatching community teams to improve sanitation and help stop the spread of disease. It also meant helping kids return to the classroom while repairing and reopening schools.



# Helping Haitian Children

UNICEF's emergency aid made all the difference for children like 12-year-old Esperanza Jean-Baptiste of Les Cayes, one of Haiti's hardest hit towns. After Hurricane Matthew destroyed her family's home, Esperanza and her mother took shelter in a local school. UNICEF provided emergency support that included installing a water bladder on school grounds so that displaced families would have safe water to drink. Despite the destruction of roads and bridges, UNICEF and partners also delivered and distributed water storage tanks, water treatment tablets and other lifesaving supplies.

UNICEF's relief work also made all the difference for 4-year-old Love Aline of Jérémie who, in the aftermath of the storm, needed cholera treatment. With UNICEF's support, local health facilities were able to rebuild quarters to safely quarantine cholera patients and contain the disease, and to treat children with acute watery diarrhea, a symptom of cholera that can be fatal if not treated right away, particularly for young children already weakened by malnutrition.

And it made all the difference for Roseberline Doré, 13, whose school in Cavailon shut down for more than a month after Matthew struck. With UNICEF's help, Roseberline was finally able to return to the classroom. UNICEF also supported the rehabilitation of more than 120 schools in the weeks and months after the storm, and distributed School-in-a-Box kits to teachers and students so they could continue learning in the interim.

"I felt very bad because I saw our house being destroyed," Roseberline told UNICEF. "My family and I were soaked by the rain. I lost everything, including my books, my notebooks and my school bag." When her school reopened, one of the walls was still a pile of rubble, and trees lay flat where they once stood tall. "We spent so many weeks without school. Now I'm very happy, and I get to see my friends again!" Roseberline said.

# Children in Conflict

Another major focus of UNICEF's emergency relief efforts is on saving and protecting children caught in conflict. For example, in 2017, UNICEF continued to deliver emergency assistance to displaced and refugee children of Syria, where six years of civil war has affected at least 80% of the country's children, meaning that 8.4 million of them have been forced from their homes and shattered by violence, fear and death, jeopardizing the future of an entire generation. But UNICEF offers hope and relief.

With partners, UNICEF staff have worked tirelessly to deliver safe water, nutrition, health care and education to children and families, even those who remained trapped in embattled cities inside Syria and those living in refugee camps and informal settlements in Jordan, Iraq, Turkey and other neighboring countries.



## Jordan



## Sidra

Age 7

Sidra stands outside her shelter in Jordan's Za'atari Refugee Camp in her new, warm winter clothes. During the winter of 2016-17, to protect them from freezing temperatures, UNICEF offered winter assistance to thousands of vulnerable Syrian refugee children just like Sidra.

Sidra's mother, Manar, explained, "This year, I took the cash assistance ... from UNICEF, I bought clothes for my elder son and all the rest of my children."





As UNICEF Syria Representative Hanaa Singer explained, "... we are determined to do what we can to reach out to children. It's why we have more than 200 staff who risk their lives every day across the country to support Syria's children."

## Making A Difference

UNICEF USA played a critical role in the success of these efforts by generating significant support and awareness among the American public. One UNICEF USA supporter in particular, Silicon Valley entrepreneur Narges Bani Asadi, set an inspiring example. A biotech entrepreneur and an executive at Roche, Narges launched a Facebook fundraiser and rallied 2,500 among her Facebook network to help Syrian children under siege.

Narges got the idea for her campaign after reading about an offer from the Bill and Melinda Gates Foundation to match funds for good causes in honor of Giving Tuesday. "Here's something hopeful I can do," Narges remembers thinking. She launched her effort with a simple and effective plea: "Start your Tuesday with a kind act," her first post read.

In its first ten hours, the campaign attracted 212 donors and more than \$10,000. Over the following two weeks, Narges's plea to "Help Syrian Children Under Siege" was shared repeatedly, her circle of influence growing exponentially. When the fundraiser ended on December 13, 2016, it had been shared more than 500 times, and almost 2,500 people had donated to help Syrian child refugees. Collectively, they had raised over \$103,000, including matches from The Bill and Melinda Gates Foundation, Google and Apple.

"Our fundraiser showed the power of one and the power of communities and how we can all drive change," Narges posted. Narges was especially pleased to see a large contingent of Iranian-Americans participate. Narges grew up in Iran and migrated to the U.S. 12 years ago. "The Iranian-American community is very strong in terms of ... their ambition and desire to serve. I think it's just one small example of a community that mobilized over something that matters," she explained.

Most donors to Narges' Facebook fundraiser contributed \$10, \$20 or \$100 — relatively small amounts that, pooled together, amounted to "some tangible money that could really make a difference," Narges says. Every donation counted. In January 2017 alone, UNICEF helped more than 53,000 people in 89 hard-to-reach locations with critical aid. In Damascus and Aleppo, UNICEF reached more than 2 million people with clean, safe water. And UNICEF helped bring education to nearly 990,000 Syrian children.

"One of my passions in life is to be involved in children's causes, which is what UNICEF is all about," Narges says. "I know I can trust UNICEF." ●



# 117

Natural disasters

# 118

Health crises

In 2016, UNICEF responded to

# 344

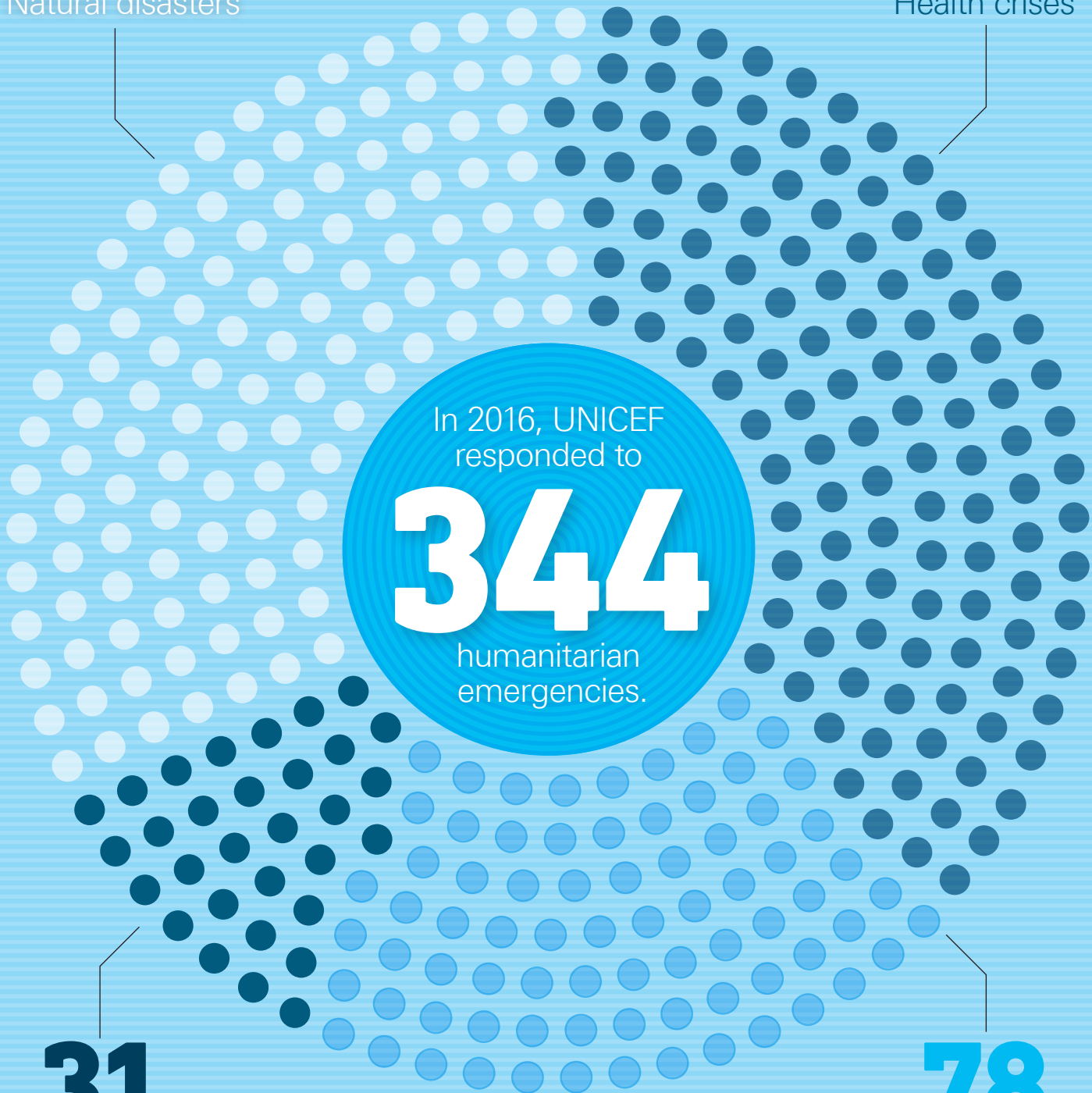
humanitarian emergencies.

# 31

Other humanitarian disasters

# 78

Socio-political crises





# Nigeria



Niger

Chad

Maiduguri

Cameroon

200 Km

Equatorial  
Guinea





# Giving Water

UNICEF works in more than 100 countries to improve water, sanitation and hygiene. Last year, UNICEF helped supply nearly 14 million children and adults with safe water and more than 11 million with basic toilets. Particularly during emergencies, the safe water and sanitation UNICEF provides can prevent a deadly cycle of contamination, malnutrition and disease.

## Safe Water Offers Hope

Children and their families feel the lack of safe water in many ways — as thirst and dehydration, but also as crop failure and malnutrition. Conflict, exacerbated by water scarcity, can also harm children and force them from home.

Lethal, waterborne diseases are another consequence. Cholera, for example, can lead to acute diarrhea and death. It spreads through contaminated food and water. Children, when they are already malnourished, are particularly vulnerable to this dreaded scourge.

But water and hope can take many forms. In communities without safe water and sanitation, UNICEF and partners bore water holes and design sanitation systems that improve daily life for adults and children over the long term.

Positive social changes can also follow. For instance, constructing sex-segregated toilets in schools helps keep girls in the classroom, reducing the unequal access to education that millions of girls face.

## A Strategy For Change

The improvements UNICEF brings with safe water and sanitation touch many areas of children's lives — from better nutrition and fewer infections to



reductions in the time spent (often by girls) carting water from distant sources, increasing their personal safety and enabling them to go to school and learn, instead.

You can see the impact of water in Grohi's life, a 10-year-old girl from eastern Côte d'Ivoire. Unfortunately, Grohi's school did not have running water. There was no well nearby, either. Her mother had to wake at 1:00 A.M. to fetch water outside the village. Then UNICEF intervened and provided two water pumps. While less than one third of the people in rural Côte d'Ivoire have toilets, UNICEF also supported construction of toilets at Grohi's school, increasing the likelihood more girls would enroll.

UNICEF also responded to the deadly cholera outbreak in Sana'a, in war-torn Yemen. Nearly 1,900 people had already died in the capital before mid-July 2017. In response, UNICEF shipped medicine by air and sea to hospitals and 626 diarrhea and rehydration centers. With partners, UNICEF also reached approximately 4 million people with water and sanitation systems. That is why, when Fauzia — a young woman and mother of nine in Sana'a — contracted acute watery diarrhea, she did not become another cholera casualty. To stem the outbreak further, UNICEF rehabilitated or maintained 52 water supply systems, benefiting more than 253,000 people. UNICEF has responded to water crises in Nigeria, too. After UNICEF encouraged people in the Bakori Region to build latrines and adopt new sanitation habits, almost 90 percent of the area stopped practicing open defecation. Access to safe water from new, UNICEF-supported water points helped, too.

In conflict-ravaged Syria, water often becomes a weapon of war. At least 30 times in 2016, combatants cut off water to civilian neighborhoods. So Dania, an 11-year-old Damascus girl, must often carry a 10-liter jerry can of water. "I get tired on the way back," she explains, "but ... I don't ask my father for help because he usually carries two or three jerry cans every time."

UNICEF has taken substantial action in Damascus, providing: fuel, parts and repairs for wells and pumping stations for up to 3.5 million people, 120 water wells rehabilitated and equipped, and water trucked to 90 schools for more than 90,000 children. Even under dangerous wartime conditions, UNICEF is determined to bring water to those in dire need.

## Beyoncé Launches BEYGOOD4BURUNDI

On June 30, 2017, global entertainer and humanitarian Beyoncé teamed up with UNICEF through her BeyGOOD philanthropic arm to announce the launch of BEYGOOD4BURUNDI, a multi-year partnership to provide safe water to the most vulnerable children in Burundi. The partnership will support programs to improve water, sanitation and basic hygiene practices in the hardest-to-reach





## Mohammad

Age 13

After fighting intensified in his hometown, Mohammad fled with his parents and six siblings to the Karama camp in rural Syria.

At the camp, Mohammad enjoyed a drink of safe water made possible by UNICEF, which trucked in nearly 159,000 gallons of water every day to an estimated 40,000 displaced Syrian families.

At the same time, UNICEF distributed lifesaving hygiene supplies and nutrition to children and their families, too.





## Sierra Leone



Guinea

★ Makaiba

Liberia

50 Km



In 2016, UNICEF supplied  
safe drinking water to

**39 million**

people around the world.



areas of the landlocked East African nation, where nearly half the population has no access to safe water.

The water crisis in Burundi is a crisis for children. When children have to rely on unsafe water, they become weak, malnourished, and susceptible to water-borne diseases, which are among the leading causes of death in children under five. Because children must often walk for miles in search of wells, the lack of water also forces them to miss out on school. The burden of fetching water falls disproportionately on girls, who risk attacks along their journeys.

“Access to water is a fundamental right. When you give children clean and safe water, you don’t just give them life, you give them health, an education, and a brighter future. I am committed to helping drive lasting solutions to the water crisis in Burundi,” said Beyoncé.

“Addressing the global water crisis is one of the defining challenges of our time, and the children of Burundi are among the most vulnerable,” said Caryl M. Stern, President and CEO of UNICEF USA. “This unique partnership combines UNICEF’s decades of expertise in providing clean water to children in Burundi and around the world with the power and influence of the entertainment world to bring about social change. We are grateful to Beyoncé and BeyGOOD for joining forces with UNICEF to highlight this critical issue to new audiences.”

“BEYGOOD4BURUNDI is a continuation of the work that Beyoncé, her family and Parkwood Entertainment are doing to address water crises around the world, including the states of Louisiana and Michigan,” said Ivy McGregor, Director of Philanthropy and Corporate Relations at Parkwood Entertainment, who traveled to Burundi earlier this year. “In Burundi I saw myself, my sisters and my mother in the strength of the women and young sisters travelling miles to carry water for their families. Through our multi-year partnership and our shared commitment to support safe water access solutions, young girls in the ‘Heart of Africa’ are being given the gift of hope for a brighter tomorrow.”

The first phase of the partnership includes the construction of new wells equipped with hand pumps, hygiene education and the improvement of water and sanitation facilities in schools in four priority regions, including Bukemba and Giharo in Rutana Province and Kinyinya and Nyabitsinda in Ruyigui Province. In these rural communities, children are chronically malnourished and more than 65 percent of the population is using unsafe water sources. Children and families have to walk long distances to water collection points, and even then the water access rate is extremely low.

UNICEF USA is proud that BEYGOOD4BURUNDI will help ensure lasting change for the children of Burundi. ●



# Nigeria



Niger

Chad

Maiduguri

Cameroon

Equatorial  
Guinea

200 Km





# Giving Nutrition

Worldwide, poor nutrition causes nearly half the deaths of children under age five. Some 155 million children — about one in four — are stunted. Their bodies and brains have been deprived of nutrition over long periods of time, increasing the risk of deadly infection. Some 17 million children are severely malnourished, in urgent need of lifesaving treatment.

## Nutrition Benefits Everyone

Without treatment, even children who survive malnutrition face irreversible consequences. Malnourished children are also less likely to attend school or learn normally, even if they are in the classroom. For all these reasons, good nutrition from a young age is crucial for lifelong well-being and reducing inequality — for children, families and communities.

A packet of inexpensive, Ready-To-Use Therapeutic Food can be the first step in saving a child from death or future ill health. But giving nutrition involves more than food. Health services, training parents to care for and feed their infants properly and safe water and sanitation all play a vital role. When it comes to saving lives and building futures, UNICEF takes a comprehensive approach.

A dollar spent fighting malnutrition yields, on average, sixteen times its value in health and productivity.

## Fighting On Many Fronts

UNICEF brings hope to children, families and communities in more than 120 countries by providing nutrition leadership and supporting nutrition programs. For instance, UNICEF promotes breastfeeding as the sole method mothers should use to feed their children in the first six months of life because this



practice can save thousands of infants — 520,000 over the next ten years. UNICEF combats malnutrition in other ways that reinforce each other. In addition to breastfeeding, UNICEF's work on nutrition addresses micronutrient deficiencies, nutrition emergencies, nutrition in the prevention and treatment of HIV/AIDS, obesity, nutrition in adolescents and mothers as well as young children and, of course, life-threatening hunger. And UNICEF works on nutrition with partners in other fields like health, water and sanitation.

In 2016, to carry out its comprehensive fight against malnutrition, UNICEF fielded 599 nutrition experts in 121 countries around the world. With partners in 71 countries, UNICEF also treated 3.4 million children for severe acute malnutrition (which, if untreated, results in death) and, in 65 countries, provided micronutrient fortification to 8.3 million children.

The stories of UNICEF's impact are as varied as the children we help. For example, UNICEF treated Abdi, whose mother brought him to the Nutrition Stabilization Unit in Burao, Somalia. The 20-month-old had traveled from Ethiopia with his family after their animals died in a drought.

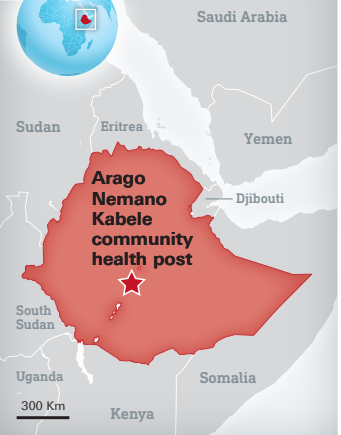
Stabilization centers treat children who need health care for complications beyond severe acute malnutrition. UNICEF supports seven Stabilization Centers in Somaliland, in northwestern Somalia. Since January 2017, UNICEF and partners have treated 145,988 children in Somalia for this severe form of malnutrition. Abdi was able to recover with UNICEF's help.

In Madagascar, UNICEF treated 22-month-old Nayarah, whose mother, Nathalie, only 18, had carried her baby 25 kilometers to the treatment center in Ambovombe. Nayarah had candidiasis, an opportunistic infection brought on by malnutrition. Unable to swallow food, she received therapeutic milk along with medicine and care. In Madagascar in 2016, 14,500 children were treated for severe acute malnutrition. Nathalie dreams that Nayarah will finish not only primary school, but secondary school as well.

UNICEF also provided lifesaving treatment for five-year-old Salma in South Sudan. When Salma came to the Wau site for Protection of Civilians, she was suffering from malaria and severe acute malnutrition with complications. A week of treatment helped her regain some of her health and strength. She was able to leave the hospital, returning weekly to the health post to be weighed and measured and receive vaccinations and therapeutic food. At the post, health workers also show parents how to prepare nutritious meals and how handwashing with soap prevents infections.

So giving nutrition also gives hope. Improved nutrition is part of why childhood deaths worldwide have been cut by 56% since 1990. With support from generous American donors and partners, UNICEF's multi-pronged battle against malnutrition will continue to help millions of children around the world to survive and thrive in the decades to come.





## Marianna & Tamina

Ages 18 & 2

Tamina, like nearly 1 million other children in Eastern and Southern Africa, suffered from severe acute malnutrition. Two years of drought put millions at risk of hunger, water shortages and disease.

However, with UNICEF's support, Marianna took her daughter, Tamina, to the local health center, where she received help — in the form of special milk and Ready-to-Use-Therapeutic Food (RUTF).





# UNICEF Kid Power

American kids are like kids everywhere; they need to feel they matter. And nothing empowers a child more than a chance to help others. With UNICEF Kid Power, kids can help end global malnutrition and save lives, one step at a time. Wearing a Kid Power Band — or using the Kid Power App on mobile devices — kids earn points as they play, walk or run. The more kids move, the more points they earn. Points unlock contributions from sponsors and donors to pay for protein- and nutrient-rich Ready-To-Use Therapeutic Food (RUTF) for children suffering from severe acute malnutrition in 10 different countries.

UNICEF Kid Power started as a simple idea — to connect children’s physical activity to real-life impact and tap into children’s desire to help others. Three years later, thanks to the ingenuity and generosity of Presenting Sponsors *Star Wars: Force for Change* and Target, Founding Partners Calorie Cloud and the George Harrison Fund for UNICEF and City Sponsors and local donors nationwide, Kid Power has become one of the largest education technology programs reaching underserved schools in the United States. UNICEF Kid Power also defined a new tech category — the Wearable-For-Good®, and *TIME* Magazine named the new Kid Power Band as one of the “25 Best Inventions” in 2016.

At the time of printing, more than 52,000 children have benefited from 8.2 million RUTF packets unlocked by UNICEF Kid Power, while 450,000 people in the United States have had an extra incentive to keep healthy by getting active. Participants have also learned more about the world and their own potential to make change happen. Eight-year-old Lexie offers a great example. When the rising fourth grader saw that running track added up to therapeutic food packets when she wore her Kid Power Band, she worked to get Kid Power Bands for everyone at her school.

“All the grades get together at recess and lunch to run Kid Power laps around the school!” said Lexie. “It’s the best knowing you can help others through your actions every single day,” Lexie added. A teacher at a participating Kid Power school in Georgia commented: “I had a student who kept a tally in his notebook of all the packets he earned. He was one of my homeless students, living in a shelter. Kid Power made him feel empowered to help others and gave him a sense of self-worth.”

Caleb, nine, likes superheroes, graphic novels and inventions. He also likes earning his Kid Power points, explaining that: “My Kid Power Band has gotten me to try new things, like rope-skipping, pogo ball-jumping, skip ball and the Wii Fit Plus games.”

Whether experienced as a year-round, tech-enabled school program, or a day-long community event, UNICEF Kid Power is empowering kids where they live, learn and play.

For instance, Lily, 13, already very active before joining UNICEF Kid Power, now has another reason to dance. “I want to help kids in need,” Lily said. She added that her Kid Power Band is “a simple reminder, every day, that the world is bigger than ourselves.” ●



A donut chart with a blue segment representing 80% and an orange segment representing 20%. The chart is set against a background of concentric circles in shades of orange and blue. The text 'UNICEF purchases' is positioned above the 80% segment, and 'of the world's therapeutic food.' is positioned below it. A large '80%' is centered in the blue segment.

UNICEF purchases

80%

of the world's  
therapeutic food.

Last year, UNICEF treated

**3.4 million**

malnourished children  
in **71** countries.



# Sierra Leone



Guinea



Tunkia,  
Kenema  
District

Liberia

50 Km





# Giving Health

Since 1990, UNICEF and partners have cut death rates of children under five by 56%, saving 122 million children's lives. UNICEF continues to combat preventable deaths of mothers, newborns and young children by promoting health and survival in 150 countries, despite conflict, poverty and underdeveloped infrastructure and health care systems.

## Addressing Root Causes

To address the root causes of child and maternal mortality, UNICEF integrates health campaigns like mass immunization or maternal and neonatal care with emergency relief, water and sanitation, nutrition, education and child protection. UNICEF also tackles social inequities that can harm children already marginalized by gender, poverty or social conditions. For example, health progress in recent decades has excluded millions of women and girls. The child survival rates of poor and better-off children differ starkly. In some countries, children in the poorest 20% of households are twice as likely to die before their fifth birthdays as children in the richest 20% of households.

UNICEF also advocates for improved children's health, bringing its expertise and influence to the policy table with governments, non-governmental organizations, community leaders and institutional supporters.

## Giving Health, Saving Lives

UNICEF focuses on the survival of mothers, newborns and young children, while also supporting sustainable health systems, fostering increased government capacity to deliver effective health care and promoting equal access to health services among marginalized populations. Providing health care in emergencies with programs that can respond rapidly to natural disasters and conflict, and building long-term readiness for disease outbreaks



such as Ebola, Zika, malaria and cholera are also key to UNICEF's lifesaving strategies for children. Mobilizing community leaders, health workers and local partners are central to UNICEF's success, as well.

Chhim Ren helps give health to children by providing crucial prenatal care in Cambodia. As a midwife with a mobile team, Ren travels to villages where most expectant mothers cannot afford time off from work or the cost of traveling to the Takoeung Health Center. Hot temperatures and the need to walk long distances also discourage mothers from seeking care so far from home.

To overcome these barriers to care, UNICEF-supported traveling health teams meet mothers in their own villages where they provide training on infant health and services like immunization, pre- and postnatal care, supplements, deworming and iron folate tablets. The teams even travel house-to-house to seek children who have missed a clinic visit. As a result, Nout Noun, 27, mother of a five-month-old baby boy, says: "I know the frequency of tetanus toxoid vaccination and the number of vaccines my son needs."

Ren says she is starting to see other positive changes. "More people get vaccinations now, including children. More pregnant women travel to the health center for services. Things are improving, one woman and baby at a time."

Tolisoa is a community health worker in a small, remote village in southern Madagascar. She goes village-to-village, door-to-door, to spread what she has learned about health, vaccines and prenatal care. Through her efforts, hundreds of people now come each week to the village's UNICEF-supported clinic for immunization.

Tolisoa says it is not always easy for parents to understand why it is good for their children to be vaccinated. Some still believe vaccines are costly or could have negative effects. In fact, the vaccines are free and, as for the "negative effects," Tolisoa dispels these groundless fears with scientifically sound information.

Preventive health care has become even more important in this agricultural region since the onset of drought. Beyond hunger and thirst, scarcity of food and water exacerbates social conflict and increases the likelihood that diseases will develop and spread. But community health workers like Tolisoa, talking one mother to another, are a formidable force.

Bill Gates, the co-founder of UNICEF's partner, the Bill and Melinda Gates Foundation, explains how empowering mothers makes change: "When a mother can choose how many children to have, her children are healthier, they're better nourished, their mental capacities are higher — and parents have more time and money to spend on each child's health and schooling. That's how families and countries get out of poverty. This link between saving lives, a lower birthrate, and ending poverty was the most important early lesson Melinda [Gates] and I learned about global health."





**UNICEF helps  
immunize**

**45%**

**of the world's  
children.**

Immunization is one of the most cost-effective public health interventions, saving millions of lives and protecting countless children from illness and disability.





Guinea



Liberia

50 Km

## Mariama

Age 5

In Sierra Leone, Mariama has a high risk of contracting malaria. Nearly four in ten children under the age of 5 suffer from this potentially fatal disease spread by mosquitos.

But in the first half of 2017, UNICEF and partners helped distribute approximately 4.3 million insecticide-treated bed nets in a nationwide campaign. As part of UNICEF's goal to reduce under-five child mortality, vitamin A supplements and deworming tablets were distributed at the same time.



# Ending Polio

The end of polio is within sight, thanks to decades of relentless dedication by the Global Polio Eradication Initiative (GPEI), a public-private partnership led by governments with five partners – the World Health Organization, the U.S. Centers for Disease Control and Prevention, the Bill and Melinda Gates Foundation, Rotary International and UNICEF.

An incurable, infectious, paralyzing disease, polio mainly affects children under five. It is now endemic in only three countries, with just 37 confirmed cases in the world in 2016, down from about 350,000 cases in 125 countries in 1988. GPEI's strategy is to immunize every child until transmission stops and the world is polio-free.

For UNICEF and UNICEF USA, the long-term support of the Gates Foundation and Rotary International has been critical. Indeed, on June 21, 2017, led by Gates and Rotary International, global health leaders gathered at the Rotary Convention in Atlanta to reaffirm their commitment to eradicating polio and pledged \$1.2 billion to finance efforts to end this scourge.

"Thanks to the incredible efforts of Rotarians, governments, health workers, partners and donors ... we are closer than ever to making history," said Chris Elias, Global Development President, Bill and Melinda Gates Foundation and Chair of the GPEI Polio Oversight Board. "These new commitments will help ensure that we will finish the job."

In Pakistan, one of the last polio-endemic countries, a network of 250,000 health protectors are key players. Selected from their communities, they spread the word about immunization and motivate people to participate. Rotary Clubs in Pakistan also support efforts to reach all children with the vaccine by working side by side with health workers to vaccinate children in polio-affected countries. In fact, more than one million Rotary members worldwide have donated their time and personal resources to end polio.

The fight against polio has accomplished more than just the near disappearance of one dreaded disease. While ensuring every child gets a polio vaccine, workers can also monitor other aspects of a child's health. For instance, when Rajak, a mother in South Sudan, brought her five-month-old infant, Sabir, to a U.N.-supported health clinic, he not only received an oral polio vaccine, but also immunization for common childhood killers: tetanus, diphtheria, hepatitis, whooping cough and influenza. Rajak obtained bed nets to protect against malaria-bearing mosquitos, too.

Unfortunately, there is still work to do, especially in war-torn countries such as Afghanistan and Syria. UNICEF and the World Health Organization are calling on all parties to the Syrian conflict to allow vaccinators full access to children in need. The GPEI faces similar challenges in Afghanistan. But UNICEF, UNICEF USA and supporters like Gates and Rotary remain determined to end this childhood scourge worldwide, once and for all. ●



# India



# Giving Education

Education is a keystone of UNICEF’s global work. Learning breaks the cycle of poverty, transforms lives and leads the way to a better future — for individuals, communities and countries. With more than 700 education experts working in 155 countries, UNICEF helps bring opportunity to children held back by poverty, uprooted by conflict, forced to work or marry, or coerced into soldiering.

## School During Crises

UNICEF’s emergency education programs provide safe spaces and educational materials for children who have been forced out of school by war, poverty or natural disaster, so they can get back to learning.

Thanks in part to UNICEF’s efforts, 100 million more children are attending school today than a decade ago. Hundreds of thousands of classrooms are better equipped. Tens of thousands of teachers are better trained. UNICEF is also working to close the education gender gap by empowering girls and promoting more equitable access to secondary school in 60 countries.

Despite these gains, an astonishing number of children and adolescents — 264 million worldwide — are out of school, missing out on the education they need to reach their full potential. So the hard work continues.

## Overcoming Barriers

UNICEF’s commitment to education in emergencies is truly global. Over the last three years, UNICEF provided education materials to almost 47 million children — many driven from their homes by conflict and crisis. For example, in 2017, in Bangladesh, UNICEF helped restore learning centers damaged during Cyclone Mora. UNICEF also operated other education programs in



Bangladesh that focused on teacher training and providing learning opportunities to children living in makeshift settlements, where children often do not have adequate access to education.

In South Sudan, where many schools closed and teachers fled — along with nearly 3 million other people — as a result of the ongoing civil war, education continued to be an integral part of UNICEF’s overall humanitarian response. Returning children to the classroom also helps restore hope and normalcy for traumatized children forced from their homes.

In Turkey, UNICEF worked to provide education to thousands of Syrian children staying in refugee camps and in local communities, while also working with the Turkish government to strengthen education systems, increase access to learning and improve the quality of education for all vulnerable children.

And in Iraq — where multiple overlapping humanitarian crises have devastated the country’s school system — UNICEF was able to reach more than 241,000 girls with educational supplies, help rehabilitate 214 schools in the city of Mosul and provide temporary spaces serving more than 30,000 students.

For Rawia, an 11-year-old student at the UNICEF-supported Saint Abdul Ahed School for Girls in West Mosul, Iraq, education is a way to break the cycle of violence that has enveloped Iraq for so long. “With this education, I want to become a surgeon,” she says with a smile, “so I can heal the people who lost limbs in the fighting, the ones who were wounded, so they can get better.”

For her classmate, Rawan, also 11, completing her education is a return to normalcy — and her national duty. “We have to learn and develop our thinking,” Rawan says, “so we can build our future and our country.”

But even in countries not suffering from conflict or crises, UNICEF also seeks to foster equal access to education. In South Africa, UNICEF’s Techno Girls program promotes girls’ participation and learning in science, technology, engineering and mathematics. Participating girls are selected from the country’s most under-resourced communities on the basis of their academic merit.

One Techno Girls member, Nomonde, has three favorite subjects: mathematics, English and physics. She has a keen interest in problem-solving and is always curious about how the world works. “That is why I chose industrial engineering,” she explains.

Phumzile, Nomonde’s mother, sees great promise in her daughter. She hopes she will continue to pursue her dream of becoming an industrial engineer, often perceived as a male-dominated career. “I have told Nomonde to do well in school and stick to Techno Girls, as it can open many doors for her,” she says.



## Myanmar



## Myo

Age 10

At the UNICEF-supported Sin Tet Maw camp for internally displaced persons in Rakhine State, Myanmar, Myo works on his homework. He was only six when violence forced his family from home.

Used to camp life, Myo is eager to complete his education. He takes classes in the Myanmar language, English, science and math.

"Math is my favorite subject," Myo explained, "but, when I grow up, I want to be a doctor so I can help people."





# Cameroon



Niger

Chad

**Minawao  
refugee  
camp**

Nigeria

Central  
African  
Republic

Equatorial  
Guinea

200 Km

Gabon

Republic  
of Congo





# Partners For Opportunity

Defenders of the neglected and exploited around the world, international human rights lawyer Amal Clooney and her husband, actor and human rights activist George Clooney, are stepping up to make sure all the world's children get the opportunities they deserve. The couple's Clooney Foundation for Justice announced a \$2.25 million partnership with UNICEF, which includes a generous donation from Google.org and an additional \$1 million technology grant from HP Inc. The partnership will fund seven schools in Lebanon to help 3,000 currently out-of-school Syrian refugee children get back on track.

"Thousands of young Syrian refugees are at risk — the risk of never being a productive part of society," Amal and George Clooney said. "Formal education can change that. That's our goal with this initiative. We don't want to lose an entire generation because they had the bad luck of being born in the wrong place at the wrong time."

The devastating six-year Syrian civil war has affected 80% of the country's children. More than 5 million Syrian refugees have fled to neighboring countries. Lebanon, which has the world's highest per capita refugee population, has been particularly overwhelmed by an influx of more than 1 million displaced Syrians. Schools are overflowing and students must attend in double shifts.

"How can children become the workers and leaders of their countries someday if they have not had the education and support they need to reach their full potential?" asked UNICEF Executive Director Anthony Lake. "By supporting the work of UNICEF and our partners to deliver education to every child affected by the conflict in Syria, the Clooney Foundation for Justice is not only investing in the futures of individual children, it is investing in the future of the entire region. UNICEF is deeply grateful for this critical funding."

Seeking justice for those in need is familiar territory for the Clooneys. The Clooney Foundation for Justice was established in late 2016 by George and Amal Clooney to advance justice in courtrooms, classrooms and communities around the world. ●



# Syrian Arab Republic



# Giving Safety

For 70 years, UNICEF has promoted the rights of every child to survive and thrive — no matter who they are or where they live. Our programs for child protection, gender equity, social inclusion, children with disabilities, environment and climate change and adolescent development aim to make the world safe for children to reach their full potential.

## Children In Danger

Worldwide, children face many dangers. These include war, sexual and gang violence, child labor, trafficking and exploitation, recruitment into armed groups and the loss of home, family, education, or opportunity due to poverty, gender, disability or ethnicity.

Children need protection, not only from physical threats, but also from inequities that increase their vulnerability. Migrant and refugee children and teens trying to reach Europe — particularly those fleeing home without their parents — face appalling levels of human rights violations, for instance. In fact, 77 percent of children traveling through the Central Mediterranean report direct experiences of abuse, exploitation and human trafficking.

UNICEF works with governments and partners on the ground to prevent these abuses.

UNICEF also offers psychosocial programs to help children recover from violence, exploitation and abuse.

## Prevention And Healing

UNICEF seeks to give children safety in many different countries in many different ways. In February 2017, for example, UNICEF announced that,



globally, armed groups had released 65,000 forcibly recruited children in the last decade due to the efforts of governments, non-governmental organizations and global child advocates like UNICEF.

But fighters are still keeping tens of thousands of children captive. In northeast Nigeria, for example, children are still at risk of abduction and forcible recruitment. Given conflict and social breakdown, families often cannot protect their children from armed groups. Increasingly, girls are being used as human bombs to kill, injure and terrify the civilian population.

UNICEF is helping to rebuild lives in this region and continues to work for the release of child soldiers and detainees everywhere, while helping former child soldiers reintegrate into community life.

In many countries, child marriage, genital mutilation or gender-based violence were previously legal or condoned by custom. So UNICEF works with governments, national leaders and local organizations to change laws and social norms. It may not be easy for a community to give up age-old practices, but this is a crucial step toward protecting children and preventing harm.

UNICEF also takes measures to reduce the exploitation children often face after natural or man-made disasters. UNICEF sets up child-friendly spaces to keep children safe from predators. UNICEF gives treatment, both physical and psychosocial, to those who have suffered from violence, and identifies and cares for children who are separated from their families.

Innovation in protecting children is also a UNICEF priority. In 2017, for instance, UNICEF and partners developed a software application that makes it easier for social workers to securely collect data about — and provide services to — children caught in emergencies.

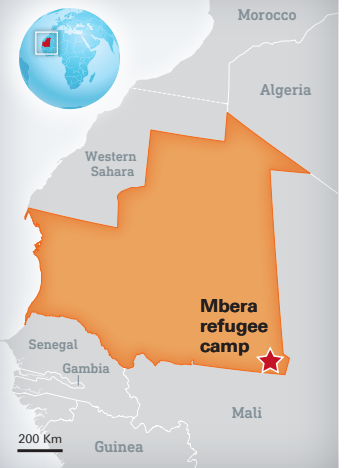
Child labor remains a serious problem worldwide. But, with UNICEF's help, the number of children in the world engaging in work unsuitable for their age has declined. In the past five years alone, there has been nearly a ten percent drop in child labor. Myanmar, for example, faces serious child labor issues. More than a million children work an average of more than 50 hours a week. Changing this practice will require a radical shift in social norms for some families and communities. UNICEF is working with Myanmar's government to give all children access to education, reduce child labor and increase opportunities to grow and learn.

One success story in India illustrates UNICEF's approach. Divya, a 15-year-old participant in the UNICEF-supported "Child Reporters" program, saw that some children her age in her neighborhood were working rather than attending school. She assembled a team and persuaded employers and the village head that children should not work. As Divya explained, "You might think that it is impossible to end child labor in India, but I will show you how it is done."

Since more than 10.2 million children remain in child labor in India, UNICEF seeks to inspire other teens to follow Divya's extraordinary example.



## Mauritania



## Afaid

Age 15

After Afaid and her family fled violence in Northern Mali and ended up in the Mbera refugee camp in Mauritania, Afaid's father forced her to marry a much older man.

Fortunately, Afaid's mother objected and — because it violates her rights, prevents her from going to school and limits her opportunities as an adult — UNICEF and its local partner stepped in.

They successfully persuaded Afaid's father and her "husband" to annul the marriage.





# Iraq



# Ending Child Trafficking

Exploiting children is a big business. An estimated 10 million children worldwide are victims of modern slavery. Migrants are especially vulnerable to trafficking, but it can happen to any child in any country who is coerced by threats or lured by false promises. In the United States, child trafficking happens in all 50 states. In fact, most victims of sex trafficking in the United States are U.S. citizens. In 2016, reports of human trafficking in the United States jumped 35 percent from 2015.

UNICEF USA's End Trafficking Project seeks to raise awareness of child trafficking and to mobilize Americans against it. With support from individuals and groups, the project aims to end this suffering and the tragic violation of the rights of children. The project takes several approaches, including public education and outreach, training in how to recognize child victims of trafficking and legislative advocacy. The End Trafficking Project also offers information, toolkits — including interfaith ones — event guides, school and college curriculums about child trafficking and resources in Spanish.

One American mother, Jamie Chesman, who volunteered to share her story with our End Trafficking participants, described how the trafficking of her daughter began. "She was invited to a party, and when she went, nobody was there, only this one guy who answered the door. He said she must be confused or that it was a different day, but he was about to go out for dinner — why didn't she come and join him? He made it seem really innocent, off the cuff, and she went." But soon he became her pimp, and she became afraid to leave him.

Chesman's daughter's story is not all that different from Joy's, a girl halfway around the world in Nigeria. A child migrant, Joy was promised a job as a stylist once she arrived in Italy from Libya so that she could repay her smuggler. Instead, she was forced into prostitution to pay off an impossibly large debt. Even after her escape, she remained afraid to return to Nigeria for fear that relatives of her smuggler would find her.

As Shastry, a high school student participating in our End Trafficking project, explained, her research uncovered some disturbing realities about her own community, "I learned how prevalent human trafficking is, not only in the world, but also in my own county. I was shocked to learn that there are at least 200 cases annually in Orange County, where I live."

After organizing a peer-education program, Shastry commented: "Having the opportunity to continue spreading awareness around my school really makes me happy, as the high levels of interest shown by my peers demonstrates that I am making a difference, and our community cares about battling issues like human trafficking." ●



# United States



# Giving Voice

Each year, UNICEF USA enlists supporters from across the nation to help give voice to children around the world. Our goal is to secure the U.S. government's annual \$132.5 million appropriation to UNICEF. These unrestricted funds enable UNICEF to respond quickly to emergencies, finance innovation and invest in long-term solutions for kids.

## Capitol Hill Advocacy

On April 4, 2017, nearly 350 UNICEF USA supporters from 32 states convened in Washington, D.C., making it the largest advocacy day in our history. In an effort that demonstrated the power of collective action, UNICEF USA Board members, student club leaders, NextGen volunteer members, Congressional Action Team leaders and staff held 176 meetings with members of Congress.

In these meetings, and in 15,744 letters sent that day, constituents asked their Senators and Representatives to vote in favor of maintaining the U.S. government's annual contribution to UNICEF for the federal fiscal year 2018. Martin Rendon, UNICEF USA's Vice President of Public Policy and Advocacy, noted that he had "... never seen a more impressive day of outreach, engagement and activism with the House and Senate offices on behalf of UNICEF and the world's children."

## An American Movement for Kids

Part of our mission involves educating the public on issues that affect the world's children. Giving voice to children's urgent global needs in the halls of Congress is crucial to UNICEF USA's work. It forms the basis of our American



# Dem. Rep. of Congo



movement for kids. The United States has traditionally provided more unrestricted funding to UNICEF than any other government, offering lifesaving assistance that reflects American values of caring for the world's most vulnerable and our long history of global leadership on children's issues.

After all, it was Americans who formed the first "national committee" to support UNICEF a year after its founding in 1946.

Fabienne Pierre, a UNICEF NextGen member and Congressional Action Team leader from New York, noted that "when it comes to children and their basic needs, there is no party line. There's no distinction between Democrats or Republicans; bipartisanship is essential." Fabienne was one of 42 members of NextGen to attend Advocacy Day, and was one of the many young State Leaders who led the charge on Capitol Hill.

In addition to NextGen members, 172 students took part in congressional visits and made an impact on both sides of the aisle. Nadin Abu Khalaf, a student from Southern Alamance High School in North Carolina, spoke for many UNICEF USA supporters when she attested to "... the power that we have in our hands to make change."

Many Hill Day participants encountered broad bipartisan support for UNICEF. The New Jersey team conducted six visits that day, one of which included the Republican Representative Rodney Frelinghuysen, Chairman of the House Appropriations Committee. Representative Frelinghuysen expressed support for UNICEF and its work around the globe, offering his own ideas on how best to work together to put children first. After the meeting, he even tweeted a photo of the group, affirming that UNICEF provides critical support for the eradication of global poverty. It is because of moments like this that our hashtag #Act4Children, which we used during our four-day Annual Meeting (including our Student Summit, General Session, and Hill Day) was trending on Twitter on April 4.

The success of Hill Day became evident when Congress completed action on the Omnibus Appropriations Bill for FY 2017, which was signed into law in May. Despite requested budget cuts in many categories of federal foreign aid, the House and Senate Appropriations Committees agreed to sustain UNICEF's \$132.5 million in funding, further reinforcing bipartisan, bicameral support for UNICEF's lifesaving work.

UNICEF USA has achieved such legislative success, year after year, because of the vast array of constituents across the country who dedicate their time, resources and voices to children, helping to ensure they receive the support they need to survive and thrive. The fact that the welfare of the world's children continues to rise above parties and politics gives us hope for the future — and gratitude that American policy makers and legislators continue to put children first. ●



# UNICEF USA offers opportunities for **the next generation** of global citizens to change the world.



## TRICK-OR-TREAT FOR UNICEF

### Trick-or-Treat for UNICEF

An American tradition since 1950, Trick-or-Treat for UNICEF is the original Kids Helping Kids® initiative, a first step to becoming a global citizen. Last year, nearly 1 million students helped raise over \$2 million for UNICEF programs around the world.



get active.  
save lives.®

### UNICEF Kid Power

With UNICEF Kid Power, kids learn their actions can make a difference. The more kids move, the more lives they save! Last year, more than 170,000 students in 3,600 schools got active and helped save over 12,000 lives with the world's first Wearable-For-Good®.



Clubs

### High School and Campus Clubs

Older students have the opportunity to form UNICEF Clubs, which participate in UNICEF campaigns, advocacy initiatives and fundraising events. In FY 2017, over 740 clubs in 43 states hosted 4,000 events for UNICEF.

## Meet Kelly Wilson



Kelly Wilson is the newest and youngest member of the UNICEF USA National Board, and is Chair of UNICEF NextGen Los Angeles Steering Committee. She is Director of Corporate Responsibility at Warner Bros. Entertainment and a magna cum laude graduate of the Annenberg School of Journalism at the University of Southern California. At Warner Bros., Kelly works to develop new community initiatives that shape the organization's overall corporate responsibility strategy. Kelly is a shining example of how UNICEF USA supporters can serve in many capacities and grow into leadership positions.



### UNICEF NextGen

UNICEF NextGen is a group of young leaders in their 20s and 30s who lend their talents to supporting UNICEF's lifesaving work. In FY 2017, NextGen raised \$2.77 million through more than 65 events, including an Annual Leadership Summit in Jamaica.

### Global Citizenship Fellows

As grassroots ambassadors for UNICEF USA, Global Citizenship Fellows serve two-year terms to help build community networks to unite on behalf of children. These networks include schools, universities, faith-based organizations, volunteers, advocates, elected leaders and others. Last year, 18 Fellows in 12 cities hosted over 2,200 engagements, including presentations, workshops and events.



# Financial Report

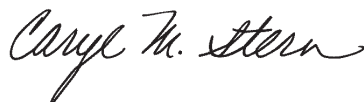
The U.S. Fund for UNICEF management team, as overseen by the Audit Committee of our Board of Directors, has continued to establish and maintain internal controls and reporting methods that emphasize documentation, implementation and testing. As a result, we have maintained the highest level of ethical, business and financial practices, enabling the U.S. Fund for UNICEF to remain financially sound and sustainable.

The financial summary on page 52 highlights our financial statements, all of which KPMG, LLP have audited. A complete set of our financial statements, including the related notes with auditor's unqualified opinion, is available upon request as well as on our website.

At the direction of the Audit Committee, the 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 grantmaking 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 are also 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 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*



## Cambodia





# Consolidated Statement of Activities

<b>Public support and revenue</b>	<b>Fiscal Year 2017</b>	<b>Fiscal Year 2016</b>
<b>Public support</b>		
<b>CONTRIBUTIONS</b>		
Corporate	\$25,419,593	\$31,488,603
Major gifts	31,994,746	37,988,845
Foundations	96,577,850	171,068,724
Non-governmental organizations (NGOs)	71,224,878	84,131,577
Direct marketing	48,375,773	48,098,223
Trick-or-Treat program	2,095,973	2,279,080
Internet	27,144,917	17,923,457
Other	38,879,558	18,384,358
<b>GIFTS-IN-KIND</b>	146,326,697	135,189,820
<b>SPECIAL EVENTS INCOME, NET OF EXPENSES</b>	7,723,103	7,458,425
<b>BEQUESTS AND LEGACIES</b>	10,665,630	10,135,004
<b>Total public support</b>	<b>\$506,428,718</b>	<b>\$564,146,116</b>
<b>Revenue</b>		
<b>GREETING CARDS REVENUE</b>	2,856,411	3,528,740
<b>INVESTMENT RETURN</b>	2,746,448	825,029
<b>CHANGE IN VALUE OF SPLIT-INTEREST AGREEMENTS</b>	(104,958)	(239,759)
<b>Total revenue</b>	<b>\$5,497,901</b>	<b>\$4,114,010</b>
<b>Total public support and revenue</b>	<b>\$511,926,619</b>	<b>\$568,260,126</b>

<b>Expenses</b>	<b>Fiscal Year 2017</b>	<b>Percent of Total Expenses</b>	<b>Fiscal Year 2016</b>	<b>Percent of Total Expenses</b>
<b>Program services</b>				
GRANTS TO UNICEF AND OTHER NGOs	\$433,634,612		\$487,891,919	
PUBLIC INFORMATION, EDUCATION, AND PROGRAM SERVICES	17,732,444		14,428,535	
ADVOCACY	1,863,395		679,121	
<b>Total program services</b>	<b>\$453,230,451</b>	<b>88%</b>	<b>\$502,999,575</b>	<b>90%</b>
<b>Supporting services</b>				
MANAGEMENT AND GENERAL	15,086,334	3%	15,275,852	3%
FUND-RAISING EXPENSES	44,453,935	9%	42,906,003	8%
<b>Total supporting services</b>	<b>\$59,540,269</b>	<b>12%</b>	<b>\$58,181,855</b>	<b>10%</b>
<b>Total expenses</b>	<b>\$512,770,720</b>	<b>100%</b>	<b>\$561,181,430</b>	<b>100%</b>
<b>Loss on defeasance of bonds</b>	<b>\$(850,247)</b>		<b>—</b>	
<b>Change in net assets</b>	<b>\$(1,694,348)</b>		<b>\$7,078,696</b>	
<b>Net assets at beginning of year</b>	<b>\$125,384,384</b>		<b>\$118,305,688</b>	
<b>Net assets at end of year</b>	<b>\$123,690,036</b>		<b>\$125,384,384</b>	

## 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 Public Policy Office 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 \$132.5 million to UNICEF in 2017. This funding is provided directly to UNICEF and is not reflected as Revenue in the Summary of Financial Highlights. Related expenses are included in total program services.

## Note 2

The U.S. Fund for UNICEF has total net assets of \$123.7 million that consist of:

Unrestricted	\$59,480,382
Temporarily Restricted	\$62,567,325
Permanently Restricted	\$1,642,329
<b>Total net assets</b>	<b>\$123,690,036</b>

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

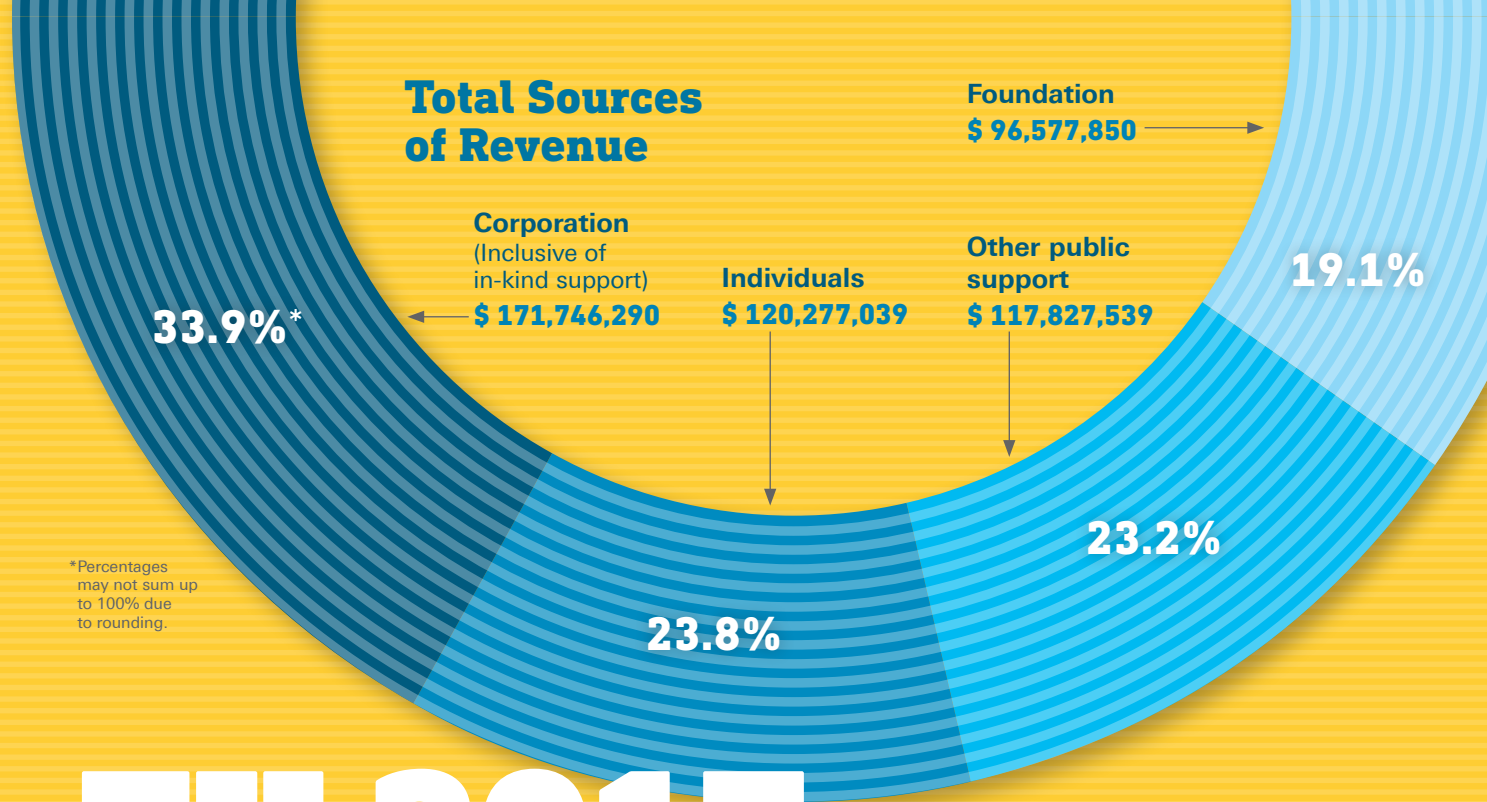
UNICEF to use the income for operations but has prohibited the use of principal.

Temporarily restricted net assets will be used to fund various projects such as Child Survival including nutrition and health, Child Protection, Emergencies including the Global Mercury Emergency Fund, Education and Other programs.

## 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 or on the U.S. Fund's website at [unicefusa.org](http://unicefusa.org).

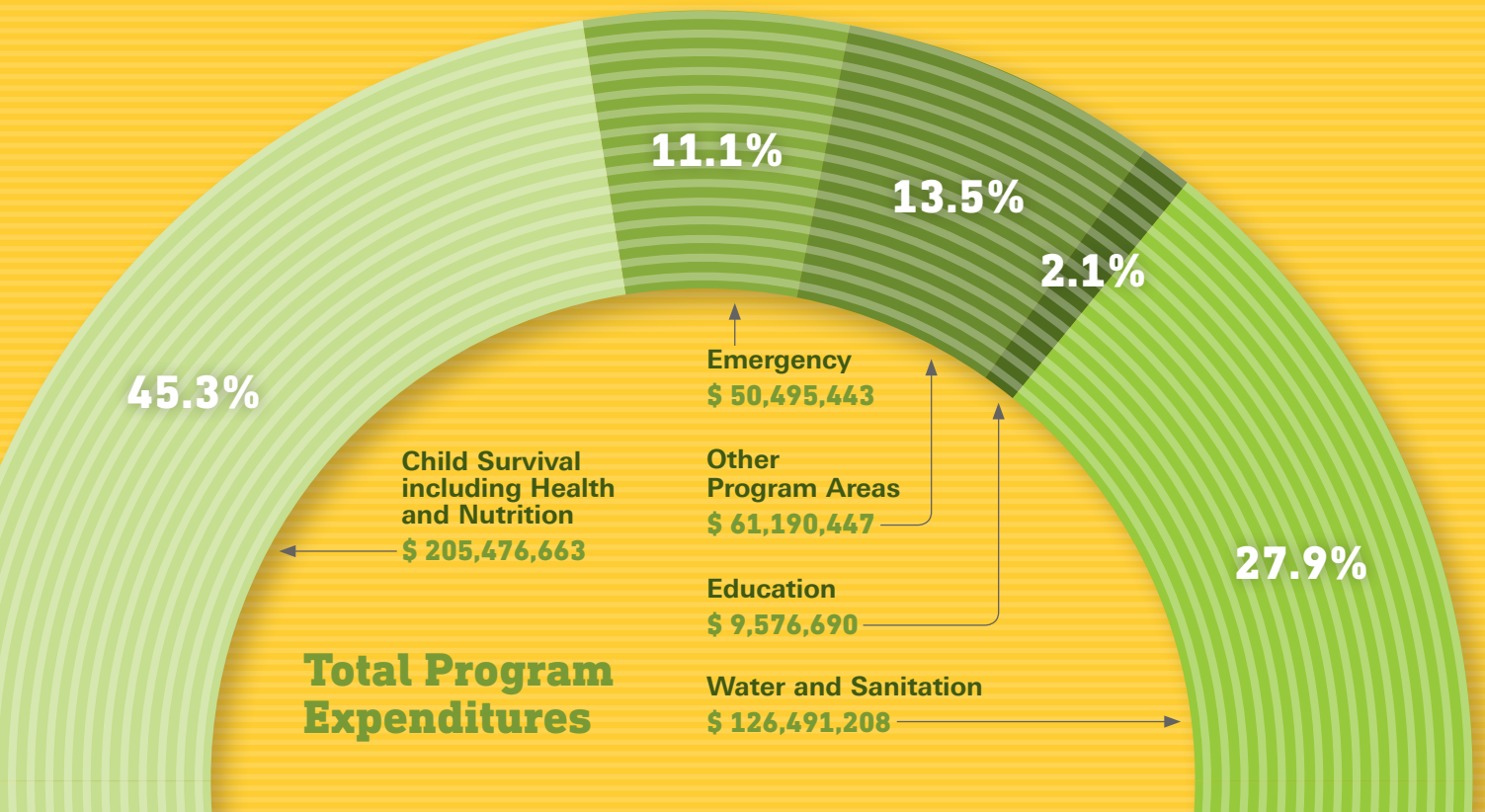
## Total Sources of Revenue



\*Percentages may not sum up to 100% due to rounding.

# FY 2017

Summary of UNICEF USA's sources of support and how UNICEF USA's program assistance is distributed.



## Total Program Expenditures



We thank the following  
generous partners that provided

**\$1 million +**

to support UNICEF USA  
in Fiscal Year 2017.

## Corporations



## Foundations

Bill and Melinda  
Gates Foundation

National  
Philanthropic Trust

## Organizational Partners



Rotary



Kiwanis



LDS Charities



ZONTA  
INTERNATIONAL  
EMPOWERING WOMEN  
THROUGH SERVICE & ADVOCACY

## Individuals and Family Foundations

Anonymous

Moll and Charlie  
Anderson

The Derek A.T.  
Drummond Fund



The Enrico  
Foundation

George Lucas  
Family Foundation



# Yemen



U.A.E.

Saudi Arabia

Oman

Ibb

Djibouti

Somalia

400 Km



## Corporations

Companies and/or their employees that supported UNICEF USA, including in-kind gifts.

### UNICEF PRESIDENT'S CIRCLE Gifts of \$1,000,000 and above

American Airlines  
Google  
Hallmark Marketing Company  
IKEA Foundation  
Johnson & Johnson, Inc.  
Kimberly-Clark Corporation  
Merck  
Pfizer, Inc.  
Pier 1 Imports, Inc.  
Prudential Foundation  
Target Corporation  
The UPS Foundation  
The Walt Disney Company

### UNICEF DIRECTOR'S CIRCLE Gifts of \$250,000 and above

ALEX AND ANI  
Al-Monitor  
Applied Medical  
BD  
The Container Store  
Endeavor  
GE Foundation  
Georgia-Pacific LLC  
Global Impact  
HSN, Inc.  
Humble Bundle  
L'Oreal USA – Giorgio Armani Fragrances  
Louis Vuitton Americas  
Mariner Investment Group, LLC  
StopThirst.org  
S'well Bottle

### UNICEF LEADER'S CIRCLE Gifts of \$100,000 and above

Bumble Trading Inc.  
Facebook  
Garnier USA  
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## Guatemala



## Mateo

Age 3

Every month, fleeing brutal gangs and stifling poverty, thousands of Central American children risk kidnapping, trafficking or worse when they journey to the United States.

Fortunately, Mateo was not traveling alone. Mateo's father, from Honduras, made it as far north as Mexico where Mateo was born. Then they were deported to Guatemala.

For twenty years, the UNICEF-supported Casa del Migrante has provided essential services to 145,000 migrants, including children like Mateo, caught in the global child refugee crisis.





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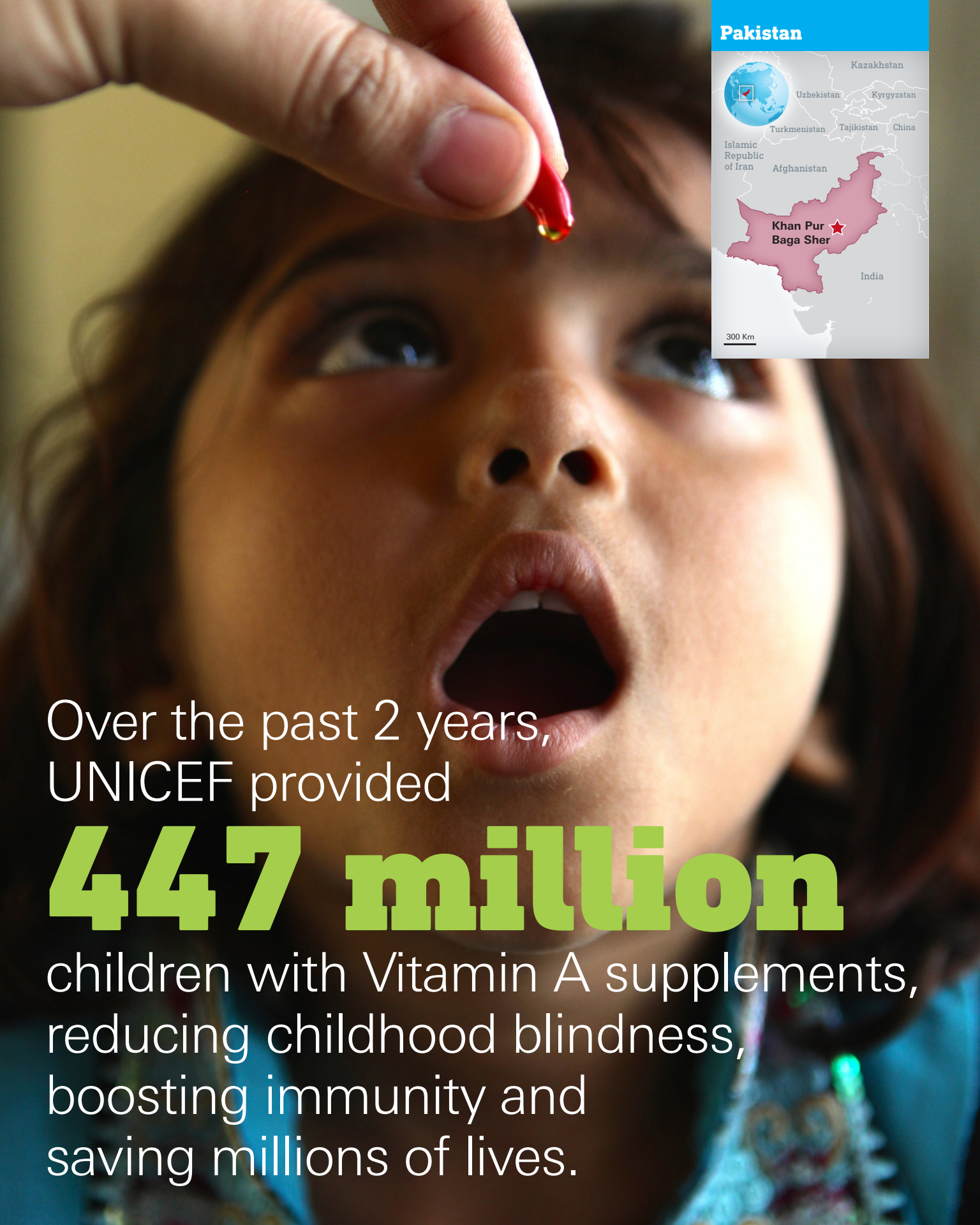


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 Lisle Richards  
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UNICEF USA holds events  
in support of UNICEF'S work

# across the nation

to engage supporters and raise funds  
to save and protect the world's  
most vulnerable children.

  
**San Francisco**



  
**Los Angeles**

## **Southern California**

Actress Julianne Hough attends the fourth annual UNICEF Masquerade Ball on October 27, 2016 in Los Angeles, California.

## **Midwest**

The Ken Arlen Orchestra performs onstage at the tenth annual UNICEF Hope Gala at The Geraghty on April 29, 2017 in Chicago, Illinois.

## **Great Plains**

Dallas Mayor Mike Rawlings and Micki Rawlings attend the third annual Children First. An Evening with UNICEF on February 24, 2017 in Dallas, Texas.

  
**Dallas**



  
**UNICEF  
USA  
Regional  
Offices**



**Chicago**

**New England**

Honoree and Children's Champion Award UN Messenger of Peace Cellist Yo-Yo Ma and Alli and Bill Achtmeyer hold awards at the UNICEF Children's Champion Award Dinner at The Castle at Park Plaza on June 1, 2017 in Boston, Massachusetts.



**Boston**

**New York**

Secretary Hillary Clinton, UNICEF Goodwill Ambassador Katy Perry and UNICEF USA President and CEO Caryl M. Stern stand together at the 12th annual UNICEF Snowflake Ball at Cipriani Wall Street on November 29, 2016.

**New York**

**Washington, DC**



**Atlanta**

**Southeast**

Honoree and UNICEF Ambassador Laurence Fishburne and Bharathakala Dance Academy attend UNICEF's Evening For Children First at The Foundry At Puritan Mill on March 17, 2017 in Atlanta, Georgia.

**Houston**

**Southwest**

UNICEF Ambassador honoree Angie Harmon and singer Michael Bolton attend the fourth annual UNICEF Audrey Hepburn® Society Ball on May 24, 2017 in Houston, Texas.





# Myanmar



## UNICEF USA

### NATIONAL OFFICE

125 Maiden Lane  
New York, NY 10038  
212-686-5522 1-800-FOR-KIDS

### OFFICE OF PUBLIC POLICY AND ADVOCACY

1775 K Street, N.W., Suite 360  
Washington, DC 20006  
202-296-4242

### GREAT PLAINS (NORTH TEXAS)

#### REGIONAL OFFICE

750 North Saint Paul Street, Suite 1610  
Dallas, TX 75201  
469-754-3871

### MID-ATLANTIC REGIONAL OFFICE

1775 K Street, N.W., Suite 360  
Washington, DC 20006  
202-296-4242

### MIDWEST REGIONAL OFFICE

200 W. Madison Street, Suite 850  
Chicago, IL 60606  
312-222-8900

### NEW ENGLAND REGIONAL OFFICE

18 Tremont Street, Suite 820  
Boston, MA 02108  
617-266-7534

### NORTHWEST REGIONAL OFFICE

101 Montgomery Street, Suite 625  
San Francisco, CA 94104  
415-549-0920

### SOUTHEAST REGIONAL OFFICE

1447 Peachtree Street, N.E., Suite 310  
Atlanta, GA 30309  
404-881-2700

### SOUTHERN CALIFORNIA REGIONAL OFFICE

10351 Santa Monica Blvd., Suite 402  
Los Angeles, CA 90025  
310-277-7608

### SOUTHWEST (HOUSTON)

#### REGIONAL OFFICE

520 Post Oak Blvd., Suite 280  
Houston, TX 77027  
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# Sierra Leone



Guinea



50 Km







children first.

Organized under the laws of New York State as a not-for-profit corporation, the U.S. Fund for UNICEF (also doing business as UNICEF USA) 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. UNICEF USA qualifies for the maximum charitable contribution deduction by donors. A summary of activities and financial highlights for the fiscal year ending June 30, 2017, 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.

UNICEF USA was established in 1947, the first of 34 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, UNICEF USA has provided UNICEF and other NGOs with over \$7.2 billion in cash and gifts-in-kind.

UNICEF USA also continues to receive the highest ratings for transparency, accountability and administration from Charity Navigator, and our program expense ratio is at 88 percent. This means that, out of every dollar spent, 88 cents goes toward helping children. We spend just 9 cents on fundraising costs, and 3 cents on administration.



