

In March 2022, Yeva keeps warm in a blanket at a Romanian border crossing, after fighting forced her to flee her home in Izmail, south-west Ukraine.

UNITED KINGDOM



for every child

**THE UNITED KINGDOM
COMMITTEE FOR UNICEF**

**2022 ANNUAL
REPORT**

UNITED KINGDOM COMMITTEE FOR UNICEF (UNICEF UK)
**2022 TRUSTEES REPORT
 AND CONSOLIDATED
 FINANCIAL STATEMENTS**

The UNICEF UK Board of Trustees (herein referred to as ‘the Trustees’ are pleased to present their annual report, strategic report and audited consolidated financial statements of UNICEF UK and its trading subsidiary, UNICEF Enterprises Limited.

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Our 2022 Youth Advisory Board members (from left) Lauren, Sam, Elena, Arthur, Jamie, Zainudeen, Poppy, and Arushi

Our Youth Advisory Board is at the heart of UNICEF UK's work. We are influenced by them and we amplify their voices in our work and on children's rights. Our Youth Advisers help us by:

- Being a voice on children's rights
- Providing insight about what matters to children and young people
- Raising awareness to help other young people understand our work

From contributing to our new organisational strategy, speaking at events and meetings, and being part of colleague recruitment and selection processes, this group of UK teenagers has a huge influence on our work.

Message from the UNICEF UK YOUTH ADVISORY BOARD

Children's rights provide a solid framework for children to grow and develop into their best possible selves. We are passionate about our work with UNICEF UK and decision-makers to make these rights a reality. We are immensely proud of the impact we have made individually and collectively.

Over the course of 2022, we contributed to UNICEF's submission for periodic review of the UN Convention on the Rights of the Child in the UK, bringing our unique perspective and insight. The Committee on the Rights of the Child will then evaluate the progress and make recommendations that guide the UK's promotion and protection of child rights work. We hope the recommendations reflect what is truly important and necessary to ensuring a better future for every child. Through our involvement in this work and in co-creating UNICEF UK's new strategy, we have seen UNICEF UK's work come together and we have developed skills like prioritisation. This allowed us to contextualise children's rights to a greater degree, understanding the connections and relationships between them.

In April, we met the Minister for Children to discuss three main issues affecting young people in the UK: mental and physical health provision,

goals of education, and climate justice. This was an important step in ensuring everyone understands that youth voice matters and influences political decision-making.

Arushi and Poppy met with the Scotland Advisory Board in November to share insight on issues that children in Scotland care about: updating the Education Curriculum, suggestions for tackling the rise in mental health issues, and issues relating to the incorporation of the UN Convention. We've learned how anyone can work towards UNICEF UK goals and want to expand our impact and reach to include young people in more rural areas.

In 2023, we will continue to focus on our priorities in order to deliver the greatest impact for children across the UK. We hope to work with other organisations and increase media and political engagement within and beyond the Youth Advisory Board to ensure young people's voices are at the heart of UNICEF UK's work. We are looking forward to collaborating on projects like Soccer Aid for UNICEF and recruiting the next Youth Advisory Board because we believe children's rights should be continually empowered and supported, to ensure every child is safe and can develop to their full potential.



**Introduction from
SHATISH DASANI,
CHAIR**

In what was another turbulent year for children around the world and here at home, UNICEF UK has continued to grow funds for children and support the rights of every child across the world, including in the UK. There was a rapid response by UNICEF to the emergency in Ukraine, and colleagues at UNICEF UK did a tremendous job, adapting ways of working and putting in a huge effort to raise £55.7 million. This was an extraordinary amount of money to be raised in a short period of time, and contributed to another record fundraising year, with total income of £179.5 million.

Alongside the Ukraine emergency, the organisation continued to focus on its strategic outcomes planned for 2022 as you will read within this report. The preparation of our 2023–26 strategic plan was a key priority and the truly collaborative process resulted in an ambitious framing of our strategic goals across Income, Influence, Impact and Ourselves. It also provided us with an opportunity to articulate more clearly our vision and shared commitments, top of which is Putting Children First. Alongside the external facing goals, we felt it was important also to set organisational development goals around greater diversity, inclusion, and better ways of working. You will find further detail of the strategic plan in the report and the ways in which the Board is planning to oversee delivery of it. The plan has meant that 2023 has

started with a renewed focus and clear strategic outcomes to build a better world for children.

The Board was pleased to welcome Jon Sparkes as the new Chief Executive at the start of 2022. Jon is a highly effective executive and successful implementation of our ambitious strategy is enhanced by his leadership of the talented, diverse and passionate team alongside him. During the year we also welcomed two new Trustees, Aneil Jhumat and Zamila Bunglawala, following a rigorous and comprehensive search process. They bring further expertise, lived experience and fresh perspective to the Board. We carried out an externally facilitated Board Effectiveness review during the year, and I am pleased to report that this concluded positively on the overall functioning of the Board providing guidance on a few specific areas for development that are in progress.

As always, our achievements would not be possible without the generosity of all our supporters and the incredible dedication of our UNICEF UK colleagues who live our values and deliver their best work for children. Thank you for your extraordinary efforts to build a better world for every child in 2022 and for laying the foundations for further achievement in the years ahead.

Shatish Dasani



**Introduction from
JON SPARKES,
CHIEF EXECUTIVE**

Reflecting on my first year as Chief Executive of UNICEF UK, I'm extremely proud of our achievements to improve quality of life for millions of children despite the unprecedented and devastating challenges they have faced over the past 12 months. Thanks to the generosity of the public and the commitment of our corporate, foundation and philanthropic partners, we raised record income of £179.5 million. Sadly, this was largely due to the impact on children of the war in Ukraine, but I was pleased to see the outstanding response to this from all our staff.

Closer to home, Soccer Aid 2022 was held at a sold-out London Stadium, raising a record-breaking £15.6 million to support every child to have the opportunity to play, and we launched a comprehensive policy campaign, Early Moments Matter, galvanising the public and partners behind a call for a Baby and Toddler Guarantee in the UK.

Looking forward, we developed our ambitious new four-year strategy through a collaborative and inclusive

process, including input from all our colleagues, Trustees and our Youth Advisory Board. The strategy is ambitious for children, putting them at the centre of everything we do, promoting their voices, upholding their rights, and creating lasting change. In a time where children around the world and in the UK continue to demonstrate their amazing resilience, we need to deliver more for them than ever before while meeting the high expectations of the public, charitable partners, and employees.

We also committed this year to focus on our internal culture, values and aspirations so that our talent thrives, and we are all better equipped to deliver our best work for children. We are on a journey to become fully inclusive, to unite through our values and celebrate the way we work to achieve our goals as much as those goals themselves.

Jon Sparkes

2022 KEY OUTCOMES

£179.5 million
raised to support a better
world for every child.



1.7 million children
in the UK attend a UNICEF
Rights Respecting School.

37,000 people
(and counting) support our
call for a Baby and Toddler
Guarantee in the UK.



After our advocacy and campaigns,
UK Government published *Ending
preventable deaths of mothers, babies
and children by 2030: approach paper.*



£55.7 million
raised to support children
and families affected by the
war in Ukraine.

685,000 children
in the UK growing up in areas
taking part in Child Friendly
Cities and Communities.



£15.6 million
Soccer Aid for UNICEF
raised a record amount for
children around the world.



**600,000
newborn babies**
in the UK supported
by the UNICEF Baby
Friendly Initiative.

The Power of Nutrition
agreed to match all
donations up to £4 million.





UNICEF works in more than 190 countries and territories around the world.

ABOUT UNICEF

UNICEF works to build a better world for every child, every day. A world where every child has the chance to fulfil their potential and grow up healthy and safe.

UNICEF has more than 13,000 people working for children in more than 190 countries responding to emergencies and building long-term resilience. We save children’s lives with vaccines, clean water, and therapeutic food. We protect children from violence, exploitation, and abuse. We support quality education that empowers children. And we seek to create a safe and sustainable world where children can live, learn and grow.

UNICEF operates the world’s largest humanitarian response for children. Reaching children whenever and wherever they need us most. We advise governments, influence businesses, and lobby leaders to create lasting change for children.

UNICEF UK is one of 33 UNICEF National Committees.



ABOUT UNICEF UK

The United Kingdom Committee for UNICEF (UNICEF UK) is a UK registered charity that raises funds for UNICEF’s work for children around the world and advocates for lasting change for children worldwide.

We uphold the UN Convention on the Rights of the Child and work with partners and supporters to promote children’s voices, unlock resources for children, and advocate for and create change. These are our main charitable objectives.

UNICEF UK has been delivering programmes for children in the UK for more than 25 years. We work with the hospitals where children are born, the schools where they learn and grow, and the services that shape their lives. We reach around 2.5 million children each year through our Baby Friendly Initiative, Rights Respecting Schools Award, and Child Friendly Cities and Communities programmes.

OUR VISION:

A BETTER WORLD FOR EVERY CHILD

OUR MISSION:

We put children first. We inspire and engage supporters to raise funds, promote children's voices and create lasting change for children. Our diverse, passionate, and determined team upholds the UN Convention on the Rights of the Child for children all over the world, including the UK.



Dana Kurmangali, age 16, is a member of the UNICEF UniSat nanosatellites educational programme for girls in Kazakhstan.

OUR STRATEGY

This was the final year of our 2018–22 strategy. The year saw record fundraising and good progress on the objectives that we set for 2022. We have summarised our key outcomes on pages 8–9 and further details are provided in this report.

Our new 2023–26 strategy was developed in consultation with our colleagues and trustees and represents our ambition to deliver even greater impact for children. Going forward, we have four goals:



INCOME

Sustainably grow income to raise £650 million over the strategic period and find efficiencies so that we generate more pence in the pound for programmes for children.



INFLUENCE

Secure strong commitment to child rights both in the UK and Internationally, as well as the return to allocating 0.7% of UK Gross National Income on international development.



UK IMPACT

Transform systems and services for children across health, education, sport and local communities that directly improve the outcomes and life chances of millions of children in the UK.



ORGANISATION

Have a highly effective, engaged, and diverse workforce that live our values and are supported to deliver their best work for children.

The details of our new strategy can be found on **pages 91–93**, or visit www.unicef.org.uk/strategy

We look forward to sharing our progress over the coming four years.



UK PROGRAMMES FOR CHILDREN

Here in the UK, we are putting our years of experience working for children around the world into practice in the places that reach children day in, day out. **We currently work in all four nations of the UK, reaching around 2.5 million children each year** through our Baby Friendly Initiative, Rights Respecting Schools Award and Child Friendly Cities and Communities programmes.

Rights Respecting Schools Award

5,300 UK schools now registered.
Record 1,024 accreditations for UK schools in 2022.



Baby Friendly Initiative

99% of maternity services in the UK are Baby Friendly accredited
92% of health visiting services in the UK are working towards Baby Friendly accreditations.

Child Friendly Cities and Communities

More than 685,000 children in the UK are growing up in an area taking part in the Child Friendly Cities and Communities programme.





In 2022, 800 new schools registered for the Award.



Children in class at a Rights Respecting primary school in Stratford, London.

RIGHTS RESPECTING SCHOOLS AWARD

The Rights Respecting Schools Award (RRSA) puts children’s rights at the heart of schools in the UK. Using the UN Convention on the Rights of the Child as our guide, UNICEF UK works with more than 5,300 schools across the UK to create safe and inspiring places to learn, where children are respected, their talents are nurtured, and they can become empowered, responsible and active citizens.

Scottish Government support for RRSA

On 22 May the Scottish Government announced funding for UNICEF UK to offer the RRSA programme to all primary and secondary state schools in Scotland.

The grant will allow schools to register for the Award and access all training, support and accreditations until March 2025. This will remove financial barriers and create a lasting impact for children in Scotland.

To launch the partnership, Cabinet Secretary for Education and Skills Shirley-Anne Somerville visited

Commercial Primary School in Dunfermline. She spoke to pupils and the headteacher about children’s rights and the impact of the RRSA programme on their school and their lives.

“As a Rights Respecting Gold School, Commercial Primary School have always put the rights of the child at the heart of all we do. This has allowed our pupils to have a strong voice, to know their rights and to effect change and make our school the best it can be as well as allowing pupils to advocate for others.” Gillian Mann, Headteacher, Commercial Primary School

Strong links are now established with 28 of Scotland’s 32 local authorities.



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TACKLING CHILD-ON-CHILD ABUSE

Comberton Village College, Cambridge, has used the Rights Respecting framework to respond to and tackle child-on-child abuse and harassment.

As the 2021 ‘Everyone’s Invited’ revelations and subsequent Ofsted review showed, child-on-child abuse and the culture of sexualised behaviour and misogyny is present in many UK schools. Comberton realised that, despite their best efforts and their Gold Rights Respecting status, their school was no exception.

However, being a Rights Respecting School gave teachers at Comberton a powerful framework and shared language to have conversations with and among pupils. Through a child rights-based approach, Comberton has undertaken participatory, reflective work, including surveys and focus groups with pupils and staff, followed by training.



A girl in the playground of a Rights Respecting primary school in Stratford, London

Launch of RRSA membership

In 2022 we launched the RRSA membership. This is an important step in ensuring the programme is entirely self-supporting and can secure sustainable change for schools and children for years to come.

With an annual subscription fee based on pupil numbers, membership gives ongoing access to the support that schools need to succeed in placing children’s rights at the heart of school life.

Over 1,200 schools paid their first year of membership, representing well over a third of our RRSA registered schools in England, Wales and Northern Ireland. In addition, over 300 schools had their membership paid through service-level agreements with Cardiff and Manchester City councils, the governments of Guernsey and Jersey, and several academy chains.

Rights Respecting Schools Conference

We celebrated 15 years of Rights Respecting Schools Award by holding our first virtual conference on 5 October, World Teachers’ Day. The Conference provided a moment for practitioners to come together, to be affirmed and to celebrate their involvement in and commitment to a movement working towards real change for children in thousands of schools across the UK. Over 820 practitioners registered for the conference.



15 years of Rights Respecting Schools Award

CAMPAIGNING ON THE LACK OF NHS DENTISTS

Children at Whitleigh Primary School in Plymouth, Devon, explored issues related to local and global citizenship. They then campaigned and had their voices heard by local decision-makers and the wider community through their work in the OutRight campaign (see page 62), which focused on children’s right to the best possible health care in the UK and around the world.

Their research led to a campaign on the lack of local NHS dentists across Plymouth and beyond. They took a range of actions to explore and highlight the problem. Children in Year 4 staged a protest, children in Year 6 created a play, and children in Year 5 interviewed Rt Hon. Johnny Mercer, Conservative MP for Plymouth. Local BBC news programme, Spotlight Breakfast, then featured their story, ensuring that the children’s voices reached even further.



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SKIN TO SKIN FOR TWINS

Following the lifting of COVID-19 restrictions, the Baby Friendly team visited an NHS hospital maternity and neonatal unit. We had the privilege of seeing mother Laura hold both her twins Amelia and Harriet, who were born premature, together for the first time in skin-to-skin contact. Skin-to-skin contact is promoted and supported within the Baby Friendly standards, supporting close and loving relationships for parents and treating parents as partners in their babies' care. The unit's infant feeding lead also works as a Professional Officer for the UNICEF UK Baby Friendly team. The unit achieved full Baby Friendly accreditation in 2021.

BABY FRIENDLY INITIATIVE

UNICEF UK's Baby Friendly Initiative works in UK maternity, neonatal, health visiting and children's centre services and universities to enable public services to better support families with feeding and developing close and loving relationships so that all babies get the best possible start in life.

The Baby Friendly Initiative was introduced to address a fall in breastfeeding around the world and its impact on children's health. Over the past 28 years, the programme has revolutionised healthcare for families in the UK as part of a wider, global partnership between the World Health Organization (WHO) and UNICEF.

Baby Friendly champions breastfeeding and supports mothers to get breastfeeding off to a good start. In addition, thanks to our work, care for all babies – irrespective of feeding method – has been transformed. Our programme supports and promotes practices that help new babies to feel loved and secure. Keeping babies close and encouraging skin-to-skin contact are now routine practices in almost every hospital across the UK.

The NHS

The NHS Long Term Plan recommends that all services work towards full Baby Friendly accreditation. The Baby Friendly team continue to work with NHS England and NHS Improvement to progress this plan, supporting **38 maternity services** to reach full accreditation or to re-accredit their services.

Recovery from the coronavirus pandemic and ongoing crises in maternity services have continued to impact full Baby Friendly accreditation. For example, the number of maternity services fully accredited has fallen by 18% from 2019 to 2023 (data as of January 2023). To address this, we continue to work with NHS England to overcome challenges and to keep services going.

The Designation Committee is an external group of 16 clinicians, academics and others who provide quality assurance to all Baby Friendly accreditations and maintain consistency across the programmes. In addition, they provide a forum to discuss threats and opportunities to the Baby Friendly programme as a critical friend.

New Baby Friendly standards are available for piloting in hospital-based children's services. Developed in response to calls from health professionals, voluntary sector workers and parents, they aim to improve care around infant feeding and relationship-building for children admitted to hospital.

Education and outreach

Educational initiatives and resources

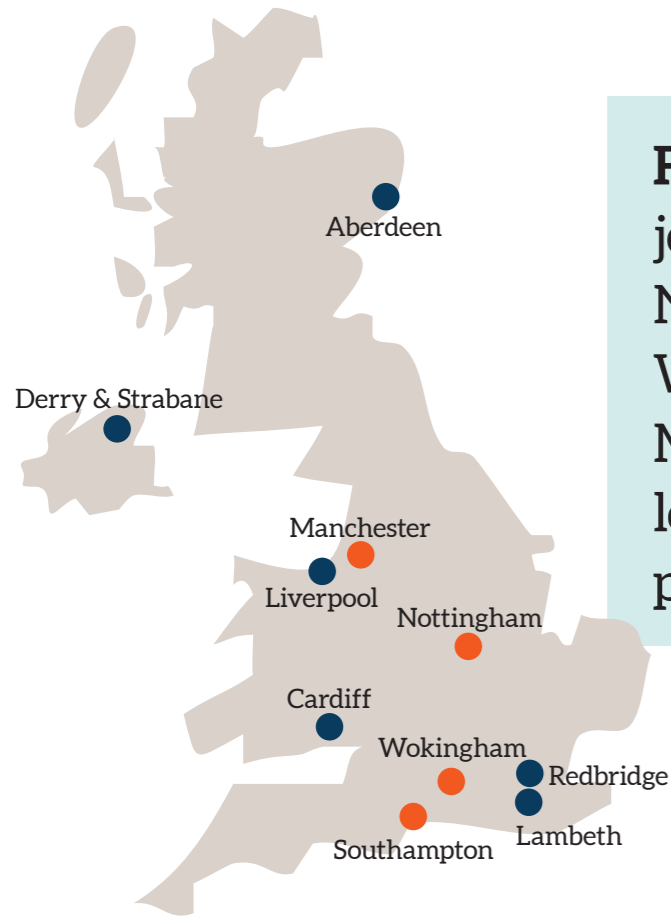
The Baby Friendly team continue to support health professionals to develop the skills and knowledge required to implement best practice in the fields of infant feeding and relationship building. Baby Friendly's suite of evidence-based courses, resources, guidance materials and 'Qualifications Framework' distance-learning programme are highly regarded and widely accessed by health professionals across the UK. This year, we developed a new course to support maternal and infant mental health and wellbeing in relation to infant feeding. We also published a child rights-focused guide for Local Authorities and Health Boards to help protect the health of babies and families at risk of food insecurity.

Annual Conference

The Baby Friendly Annual Conference was a virtual event for a third consecutive year, with more than **1,800 delegates** coming together to learn from 15 speakers. The programme featured virtual posters, live Q&A, and interactive networking opportunities.

National Infant Feeding Network (NIFN)

NIFN is a network of around 800 infant feeding specialists and academics responsible for the support and education of health professionals and students across the UK. The network is supported by UNICEF UK, with communication facilitated by local leads who provide representation of their members' views at a national, strategic level. UNICEF UK also provides support to the Scottish and Welsh networks (SIFAN & WIFN).



Four new local authorities joined the programme: Nottingham, Southampton, Wokingham and Manchester. Manchester was the 10th local authority to join the programme since launch.

CHILD FRIENDLY CITIES AND COMMUNITIES

Child Friendly Cities and Communities works with local authorities around the UK to put children’s rights into practice. The programme aims to create cities and communities in the UK where all children – whether they are living in care, using a children’s centre, or simply visiting their local library – have a meaningful say in, and truly benefit from, the local decisions, services and spaces that shape their lives.

We provide training based on the UN Convention on the Rights of the Child and support councils, their partners, and children and young people, as they work together on an ambitious three-to-five-year journey towards international recognition as a Child Friendly City or Community.

Children and young people shape services

In 2022, the Child Friendly Cities and Communities programme supported our council and community partners as they continued to implement changes in their local areas based on the participation of children and young people. For example, young people are playing a greater role in the youth justice service in Cardiff, while in Redbridge children have contributed to a new Crime Commission and Climate Crisis action plan.

Redesigning Aberdeen’s city centre with children and young people

As part of Aberdeen City Council’s journey on the Child Friendly Cities and Communities programme, children and young people identified ‘Place’ as one of their key priority areas. The council’s strategic planning team responded by directly involving children and young people in city regeneration and the redesign of the city centre. Taking a child rights-based approach and consulting children helps them feel they belong and is key to upholding their sense of dignity, and making sure they feel respected as children.

“One of the biggest things to come across from our work is children and young people’s desire for inclusivity and sustainability. They’re asking us how the space is going to work for disabled people. And how we think it will adapt as the climate crisis develops. They want to know whether the materials we use will be as natural as possible and what their impact on the natural environment will be.” **Claire MacArthur**, Interim Policy and Strategy Manager, Planning Department, Aberdeen City Council

Refugee and asylum-seeking children in Lambeth

After receiving child rights training, elected members in Lambeth Council committed to increasing the visibility and amplifying the voices of refugee and asylum-seeking children and young people in 2022. The Child Friendly Lambeth team organised special sessions to consult with families from these communities, which resulted in children directly contributing to Lambeth’s chosen priority areas.

Applying the seven principles of a child rights-based approach to shaping local decisions has led some of the most marginalised children and young people to play an active role in Lambeth.



Providing specialist training

In 2022 our 'New Normal' series concluded, offering a child rights-based approach to some of the seismic shifts councils and their partners continue to grapple with, as they navigate the fallout from the COVID-19 pandemic and look to the future of public service delivery.

We trained over 900 professionals across the UK, helping them to understand how to apply children's rights in their everyday roles. More of the services that children use – from schools and libraries to protection services or support for children with

disabilities – are being designed with their rights at heart.

We also empower young people through training. In 2022, peer researchers in Liverpool between the ages of 16 and 25 were given specialist training to better understand children's rights and how to engage more effectively with children and young people in the city. They applied their training during a project to reduce youth violence in Merseyside, ensuring wide participation in their local area.

INCREASING PARTICIPATION AND ENGAGEMENT

Southampton City Council identified the lack of opportunities for children and young people to meaningfully share their views and be heard from key decision makers and leaders by the council. With support from UNICEF UK, the Southampton Child Friendly Coordinating team brought together different groups

of children and young people from across the city at the Child Friendly Southampton Youth Conference.

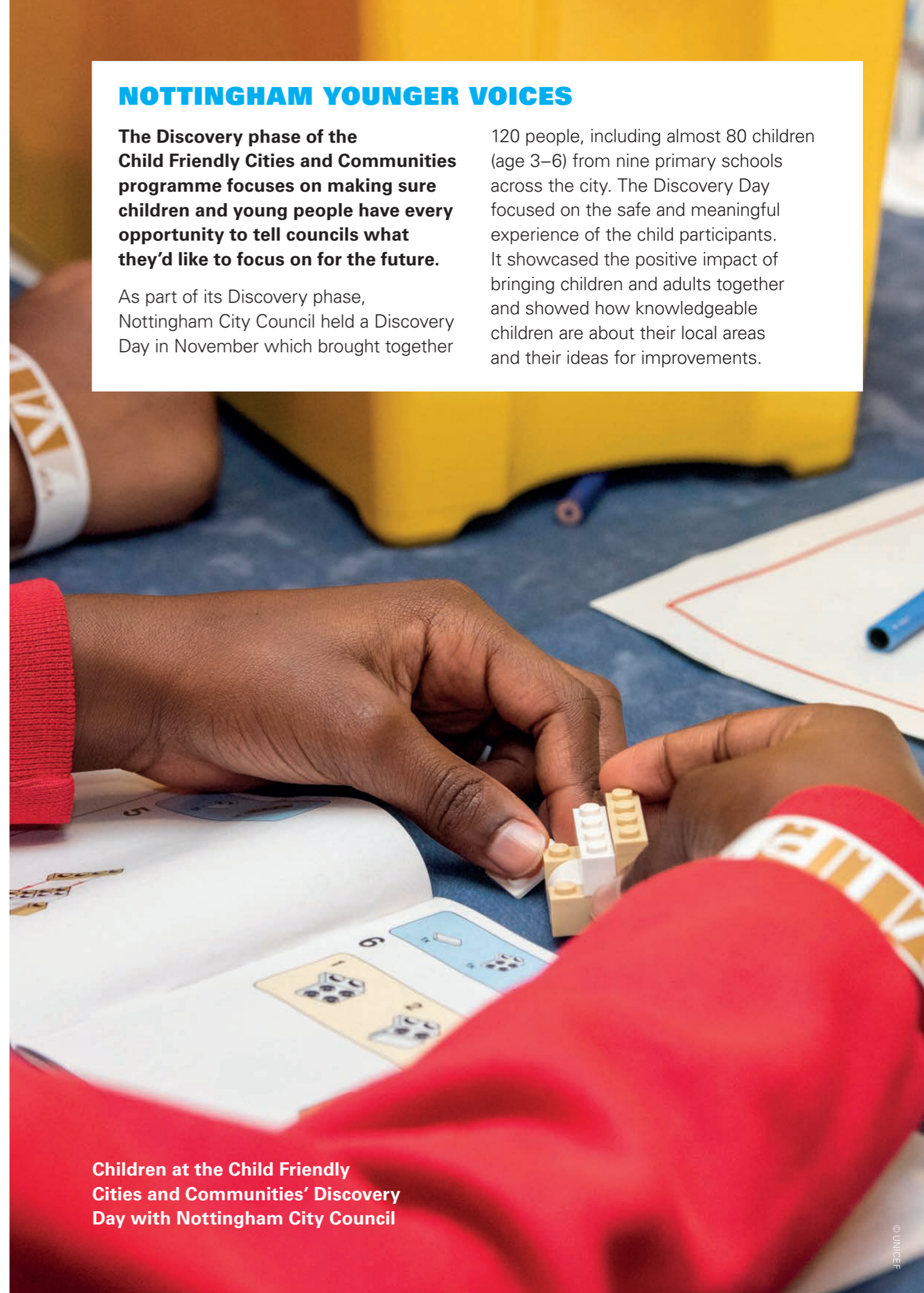
The participants were the first group of young people to view and provide feedback to Southampton's Child Friendly Baseline survey, which was then shared widely across the city.

NOTTINGHAM YOUNGER VOICES

The Discovery phase of the Child Friendly Cities and Communities programme focuses on making sure children and young people have every opportunity to tell councils what they'd like to focus on for the future.

As part of its Discovery phase, Nottingham City Council held a Discovery Day in November which brought together

120 people, including almost 80 children (age 3–6) from nine primary schools across the city. The Discovery Day focused on the safe and meaningful experience of the child participants. It showcased the positive impact of bringing children and adults together and showed how knowledgeable children are about their local areas and their ideas for improvements.



Children at the Child Friendly Cities and Communities' Discovery Day with Nottingham City Council



© UNICEF/Lupron



Michael plays with his mum Andrea on the swings at their local park.

37,000 people mobilised in support of the National Baby and Toddler Guarantee

unicef.uk/campaign

EARLY MOMENTS MATTER



In October 2022, we launched a new, multi-year campaign working to improve early childhood development outcomes for children under age 5 across the UK. Early Moments Matter is calling on the UK Government to commit to a National Baby and Toddler Guarantee that would guarantee basic services for every young child.

Our launch report summarised the evidence for investing in early childhood development and highlighted significant variation in availability of basic services supporting children and their parents across the country. The report was shared with all Parliamentarians and relevant Government Ministers.

As part of our research, we conducted focus groups and commissioned a YouGov poll of parents and carers of 0–4-year-olds across Britain that secured national and regional media coverage.

- **1 in 3 parents** of babies and toddlers are struggling to access support for them and their children. 21% of them are left feeling desperate and over a third feel abandoned.
- **2 in 3 parents** of babies and toddlers are struggling with the cost of living. Almost half of them have cut back on buying books, toys or crafts for their children.
- **Over half of parents** of babies and toddlers have struggled with their mental health.
- **1 in 10 parents** of babies and toddlers have not received any of their minimum health visits.

UNICEF UK Ambassadors Dr Chris van Tulleken, Emma Bunton and Andy Murray supported the campaign. We received endorsements from across the early childhood sector, including the Institute of Health Visiting and First 1001 Days Movement. We hosted an event in partnership with the Centre for Social Justice at the Conservative Party Conference with Rt Hon Andrea Leadsom MP, Mariam Cates MP, Nuffield Foundation and People.

Mobilise

Since launch, the campaign has mobilised 37,000 people across Britain to advocate for a Baby and Toddler Guarantee, showing the UK Government just how many people care about this issue. The campaign allowed parents' voices to be amplified and listened to. We received nearly 300 voice-notes from parents across the country telling us why this issue matters to them. We will continue to mobilise public support for the campaign until we hand the petition into Number 10 in September 2023. This is the first step in encouraging the UK Government to commit to a Baby and Toddler Guarantee for all babies and toddlers across the country.

Mental health in early childhood

UNICEF UK also responded to the UK Government's call for evidence to inform their 10-year mental health plan focusing on mental health in early childhood. Our evidence included interventions and support and the value of promoting positive mental health right from the start, protecting children from risk factors associated with poorer mental health in later childhood and adult life. Following our submission, we were invited to participate in a private roundtable, focused on supporting mental health in early childhood. In late 2022 we began working with PEDAL (Play in Education, Development and Learning) at the University of Cambridge, to create a framework for early childhood mental health for use by practitioners and policy makers at national and local levels.



© UNICEF/Updon

Elle from Manchester, with her son DJ

SUPPORT FOR MUMS WITH POST-NATAL DEPRESSION

All babies, young children, their parents and carers should have access to local, timely, high-quality mental health support. It wasn't there for Elle and her baby DJ when they needed it.

Elle from Manchester didn't know she had post-natal depression until she looked back and realised how dark her life had been. If a professional had spoken to her about how she was feeling, she would have been able to identify it and receive support.

Elle should have felt supported. She should have had the opportunity to speak with a professional who would help her. That's why our Early Moments Matter campaign calls on the UK Government to commit to a Baby and Toddler Guarantee – so all parents, carers, babies and toddlers can access the support they're entitled to.

ADVOCACY

Scotland: UN Convention on the Rights of the Child to be part of domestic law

The UN Convention on the Rights of the Child is an international human rights treaty that sets out the rights of every child. The UK ratified the Convention in 1991, but it has not yet been made part of domestic law. This means that many of the protections contained within it are not accessible to children and young people across the UK. Scotland is the first jurisdiction in the UK to make children's rights part of its laws. This process is called incorporation. This historic bill will be passed in 2023.

The UNCRC (Incorporation) (Scotland) Bill is a high point on Scotland's journey towards making rights real for every child. It follows a decade of developments that have been furthering children's rights across legislation, policy and practice in Scotland. UNICEF UK has been supporting this process right from the start and collaborating with the Scottish Government and other partners.

Throughout 2022, UNICEF UK was working with Scottish officials on formulating The UNCRC (Incorporation) (Scotland) Bill. In parallel, there is already a huge amount of preparatory work under way to ensure that the future act is fully implemented.

Jersey: indirect incorporation of the UN Convention

In March 2022, the States Assembly of Jersey, a UK Crown Dependency, adopted the Children (Convention Rights) (Jersey) Law 2022. The law introduces a due regard duty on all public authorities to consider the UN Convention on the Rights of the Child in everything they do in relation to children. It is now mandatory to conduct a Child Rights Impact Assessment for every new policy and law – making Jersey the first part of the UK to introduce this obligation. This will ensure that future legislation is in line with the Convention and child rights are better protected and fulfilled. It will raise public awareness of children as rights holders and help create a culture of respect. UNICEF UK has been working closely with Jersey officials on this law and will support its full implementation.

**ACT ON
CHILD
RIGHTS**



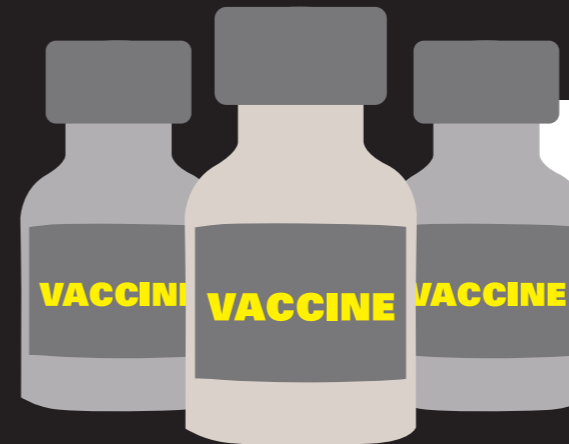
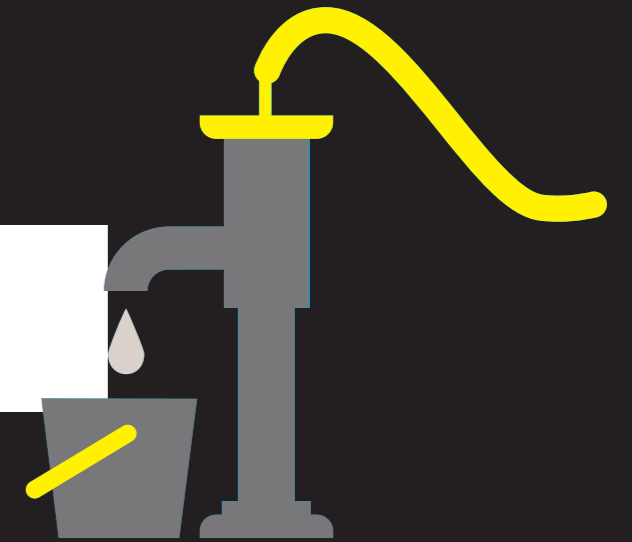
HUMANITARIAN EMERGENCIES

UNICEF works for children in more than 190 countries and we have developed systems that means we are ready to respond rapidly wherever and whenever an emergency happens.

During an emergency, UNICEF's role is to deliver life-saving help for children and communities in water, sanitation and hygiene, health and nutrition, education and child protection. Our humanitarian assistance always supports our long-term programmes that build local capacity and provide sustainable solutions in the continuous pursuit of a better world for every child.

In 2022 UNICEF:

Provided **25.9 million** people in crisis with **clean water**.



Helped vaccinate **23.8 million children** against measles, in emergency contexts.

Reached **13 million** children, adolescents and caregivers with mental health and psychosocial support.



Supported **28 million** children to access **education in emergencies**.

In 2022, UNICEF UK committed £69.9 million for children in emergencies. This supported humanitarian efforts in more than 50 countries.

UNICEF UK raised £55.7 million for children and families affected by war in Ukraine

Amina, 12, from Donetsk, eastern Ukraine, collects drinking water from her school. Constant shelling has left her city without a stable water supply for a year. UNICEF has helped to reconstruct the water supply network in several districts and installed drinking water storage tanks.

"Children in Ukraine have experienced a year of horror. Children have been killed and injured, and many have lost parents and siblings, their homes, schools and playgrounds. No child should ever have to bear that kind of suffering."

UNICEF Executive Director Catherine Russell

UNICEF had been responding to the crisis in Ukraine for eight years previously, and we rapidly expanded our response for children and families affected by the escalation. Working with Ukraine's Government and partner organisations, we reached millions of vulnerable children and families with comprehensive support, including clean water, health and nutrition, education and protection. We also offered critical awareness information about staying safe in conflict, explosive weapons, and how and where to find help.

In refugee-hosting countries, we worked closely with governments, UNHCR and others to meet the escalating and fluctuating needs of displaced families as well as separated and unaccompanied children. Tens of thousands of children and their families have received critical support and services at 40 Blue Dot Hubs, established in neighbouring countries, including Romania, Bulgaria and Moldova. These are one-stop, safe spaces that provide key information, help to identify unaccompanied and separated children, and provide essential services. The Hubs offer parents the chance to connect with families and services while on the move, and give children a space to learn, rest and play.

One year on, UNICEF has helped



5.5 million people access clean water



4.9 million people receive health care supplies



Reach 3.3 million children and families with mental health and psychosocial support



1 million children receive education supplies



500,000 children accessed Child Friendly spaces where they can learn, play and get care and support

UKRAINE CONFLICT

The conflict in Ukraine escalated in February 2022, with devastating impact for children and families. Nearly 8 million people have been forced to abandon their homes and seek refuge across Europe. A further 5.9 million people have become internally displaced within Ukraine. In the chaos of war, many families have been forced to separate. In Ukraine, public services including schools, hospitals, and water supply have been damaged and destroyed.



We ensured that UNICEF UK social media channels communicated the experiences and situation for children. Some of our most successful social media posts included: makeshift maternity units with mothers giving birth in bunkers, how to talk with children about war and conflict, and an explainer of UNICEF's actions in the first three days after the escalation of the conflict.

Our organic social media posts generated more than £51,000 between 24 February and 31 March and we gained 5,148 new followers (80% from Instagram).

Emergency cash transfers

The war in Ukraine is having a hugely destabilising effect on the economy and public and private systems and services, including banking and social protection. In this context, often the most efficient and effective means of humanitarian assistance is cash transfer. It enables people to prioritise what they need as a family, make decisions for themselves, and support the local economy.

In March 2022, working with the Ministry of Social Policy in Ukraine, UNICEF launched a humanitarian cash transfer programme to help address the needs of families with children. By the end of 2022, more than **300,000 households** in Ukraine had received cash assistance.

“Thanks to you for all the wonderful work you do and for getting the best help from our donation to the people in Ukraine.”

UNICEF UK supporter



“We stayed at home all day because of the missiles. The other day I went outside and immediately saw a plane flying, and I got scared.”
Polina, age 11

POLINA AND ANASTASIA FIND SAFETY

As the fighting in Ukraine continues, more families who tried to stay are being forced to leave and start again elsewhere. Anastasia has three daughters and a son. For months they barely left the house.

“We stayed at home all day because of the missiles. The other day I went outside and immediately saw a plane flying, and I got scared.” Polina, age 11

“My children had been asking me to leave since the first day of the war. But at first, I was afraid that we would be left without our home.”

Then the fragments of a missile landed in their backyard. “I realised that the house is not that important when the lives of my children are not protected.” Anastasia

They took the train to Lviv, western Ukraine, and headed to a shelter for displaced families. “We chose this route of evacuation because the train is free. The war has seriously affected our lives and we do not have a stable income.”

Anastasia has applied for UNICEF financial assistance that will help them to rent and settle in Lviv.



Corporate partners and supporters

Extraordinary support from our corporate supporters and partners ensured that UNICEF was able to provide a vital lifeline for children and families. Their support helped UNICEF to respond quickly, expanding work to reach millions of children in and outside of Ukraine with access to life-saving and essential services, such as healthcare and education.

Marks & Spencer

Our partners Marks & Spencer have raised over £2.5 million for children and families affected by the war in Ukraine. As the conflict broke out, they moved quickly to support with a corporate donation of £50,000. They also switched Sparks donations to support our emergency appeal, and have continued to double donations since then. Additionally, M&S customers and colleagues have supported the appeal through till-point donations, in-store colleague fundraising, and online donations.

easyJet

In the tenth year of our partnership with easyJet, the Ukraine emergency saw a record-breaking fundraising campaign, raising more than £616,000 in the first fortnight of the on-board collection.

Our corporate donors raised a phenomenal £25.4 million for the Ukraine emergency. This is equivalent to school supplies for 6 million children.

Scottish FA

UNICEF UK worked with the Scottish Football Association to raise £500,000 to support families and children affected by the conflict in Ukraine. The funds were raised from the friendly match between Scotland and Poland at Hampden Park on 24 March. A crowd of 39,090 attended the 1-1 draw, with £10 on each match ticket going towards the appeal.

Further donations were raised during and after the match, including from the Scottish FA's commercial and broadcast partners and the donation of pitch-side advertising to UNICEF. Andy Robertson (Scotland captain), UNICEF Poland Ambassador Robert Lewandowski (Poland captain), and UNICEF UK Ambassador Ewan McGregor gave interviews before the game. And at half time, UNICEF supporter Martin Compston addressed the Hampden Park crowd and supporters watching from home to encourage further donations.



© UNICEF

David Beckham and the 7 Fund

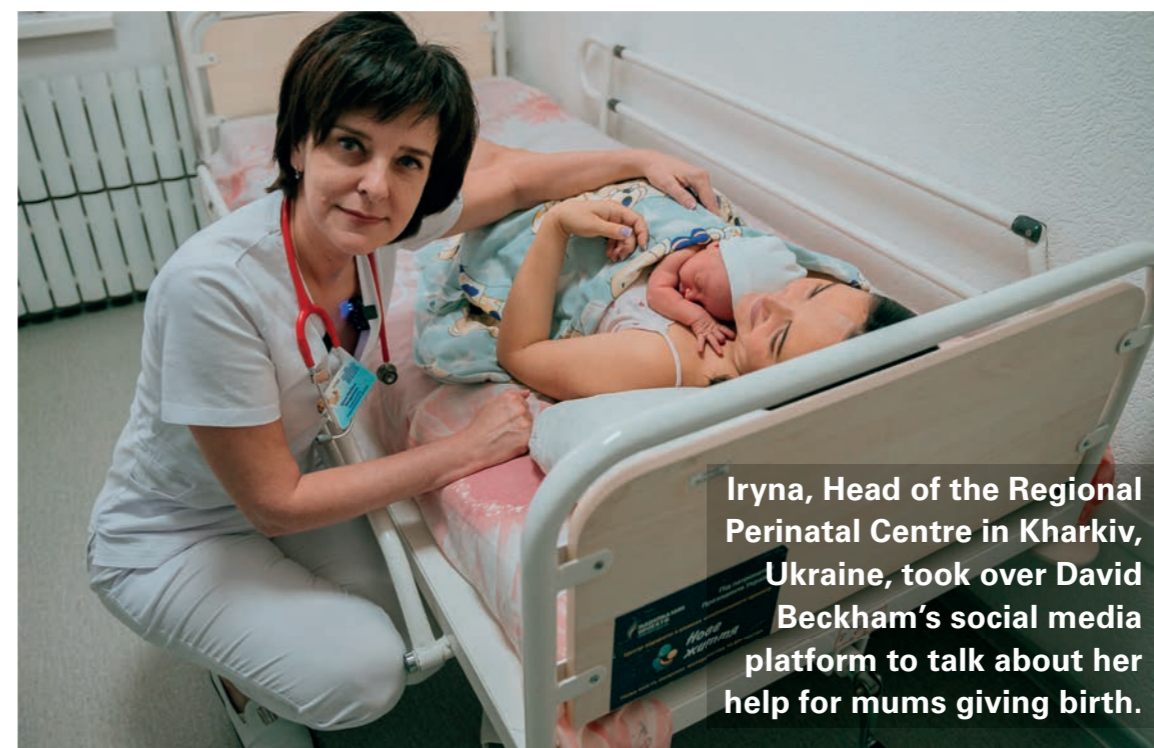
In his role as UNICEF Goodwill Ambassador, David Beckham spearheaded a 7 Fund (see page 80) emergency fundraising appeal for the millions of children affected by the devastating war in Ukraine. He also used his social media channels to share powerful stories of those affected and UNICEF's humanitarian support, generating over **7 million views**. David handed over his platform to Iryna, a doctor in Kharkiv, to share her experiences with his 71.5 million followers.

Scottish Government

The Government of Scotland continued their support for our emergency work, providing £1 million to meet the urgent needs of children and families affected by the Ukraine crisis, as well as £1.5 million divided equally between Malawi, Rwanda and Zambia to support our COVID-19 response in these three countries.

Sir Andy Murray

Following the escalation of the war in Ukraine, Sir Andy Murray pledged to donate his tennis prize money for the rest of 2022 to UNICEF's work in Ukraine. By December this had raised over £510,000.



© UNICEF/Pashkina

Iryna, Head of the Regional Perinatal Centre in Kharkiv, Ukraine, took over David Beckham's social media platform to talk about her help for mums giving birth.

We secured 560 media pieces on UNICEF's work for the Ukraine emergency, reaching 562 million people and helping to raise £11.4 million.



INGA

AND THE BLUE DOT CENTRE

Inga is 6 years old and from Kyiv, Ukraine.

The war forced Inga and her family to flee their home in Kyiv. Inga is now going every day with her mum and sister to the UNICEF-supported Blue Dot Centre in Braşov, Romania. She is receiving lots of support with school lessons like English, art, and languages, as well as psychosocial support through fairytale therapy sessions.

Blue Dot Centres, set up by UNICEF in partnership with UNHCR, provide a safe space and a range of services for children and families on the move in emergencies. The hubs connect with each other to help trace and reunite separated children and families. Each Blue Dot can support 3,000–5,000 people per day per site. By February 2023, 40 Blue Dots had been established.



“ I cried myself to sleep the first few nights ... Our life was uprooted overnight. I couldn't accept it. The centre helped me adjust. I came across so many other girls who were just as depressed and lonely. This centre allowed us to bond and share each other's grief. ”

Kubra, age 17, attending a temporary learning centre in Sindh province, Pakistan

UNICEF UK raised £1.1 million for children and families affected by the floods in Pakistan

PAKISTAN FLOODS

In August 2022, the Government of Pakistan declared a state of emergency after months of torrential rain caused the most catastrophic floods in Pakistan's history. Many families in Pakistan were already highly vulnerable due to enduring political and economic instability, the ongoing impact of the COVID-19 pandemic, and a prolonged nutrition emergency with high rates of severe acute malnutrition.

Flood damage resulted in 6.3 million people needing immediate water, sanitation and hygiene services and increased the risk of water- and vector-borne diseases. Nearly 1.6 million children needed treatment for severe acute malnutrition. Damage to health facilities, essential medicines and cold storage for health supplies meant people could not reach critical health care. More than 25,000 schools were damaged or destroyed. An estimated 20.6 million people, including 9.6 million children, still need humanitarian assistance due to the floods.

Working with the Government of Pakistan and partners, UNICEF



Ensured more than **1 million people** had access to clean drinking water.



Supported access to primary healthcare for almost **1.5 million people.**



Facilitated the vaccination of more than **1 million children** against measles.



Helped to treat over **95,000 children** for severe acute malnutrition.

© UNICEF/Zaidi



DANIYAL BEGINS TO RECOVER

“Water came from all sides”, says eight-year-old **Daniyal** from Balochistan, south-west Pakistan.

His family tried to secure their belongings but lost everything including school bags and Daniyal's beloved pet rabbit. “We have nothing now, except a borrowed charpoy [bed], that we put outside our house. That's where we live now.”

The floods also claimed his school, the other mainstay of children's lives. UNICEF worked with the Balochistan Education Department to set up temporary learning centres across the affected provinces. Daniyal and his brother Hakim are gradually reassured by the routines of learning. “*Hakim and I love coming to school here.*” UNICEF has provided school bags and learning supplies.

Abida Channa teaches at the centre. “*Before the floods, they would engage with each other and take part in class but now they seem scared. We need to be patient and help them feel safe again.*”

By the end of 2022, UNICEF and partners had set up nearly 1,000 temporary learning centres in affected regions, supporting more than 124,000 children.



NOORIA BECOMES A NURSE

Nooria always knew she wanted to be a nurse. She had seen the struggles of her community in Afghanistan. “The number of nurses in Paktia is very small, that is why I studied to be a nurse, I wanted to serve my people.” After graduating in 2016, she joined the regional hospital in Gardez. When COVID-19 hit, Nooria was on the frontline, tirelessly treating patients.

In August 2022, Nooria heard about a new project in Paktia Regional Hospital. UNICEF was renovating and staffing a newborn care unit at the hospital to be a Centre of Excellence, a model unit not just for Paktia but all of Afghanistan. Nooria was determined to apply and was thrilled to be accepted.

She’s one of 12 dedicated professionals, providing round-the-clock care, focused on improving the quality of care for newborns in the region. “When they bring the babies here, they are in a very bad situation. We all do our best, and when they get better it makes me happy. We are very grateful for the support of UNICEF and the people who work here. It’s really a big support for the life of these babies.”

UNICEF’s response for children and families in Afghanistan



More than **18 million** people were reached with primary healthcare.



More than **7.5 million** children and caregivers were reached with mental health and psychosocial support services.



Nearly **10 million** children and their families were reached with life-saving information on health, safety and wellbeing.



More than **6 million** people were able to access clean water.



Over **8 million** children received nutrition support.



Nearly **5 million** girls and boys received direct support to continue their education.

AFGHANISTAN CRISIS

Children and families in Afghanistan are experiencing unprecedented and rising humanitarian needs. Around 28 million people, more than half of them children, are currently in need of emergency assistance. Economic crisis combined with persistent drought and extreme climate shocks are pushing vulnerable populations to the brink. Women and girls in Afghanistan are facing a human rights crisis. They are excluded from secondary education and the workforce, and strict rules govern their daily lives.

Throughout 2022 UNICEF prioritised life-saving activities, including clean water and sanitation services, healthcare and nutrition support, learning and critical child protection services.

UNICEF UK raised more than **£2.5 million** for children and families affected by the crisis in Afghanistan



Our winter appeal raised more than £675,000 for the Children's Emergency Fund. The appeal asked people to help protect children in emergencies through a cold winter in places like Syria, Afghanistan and Ukraine.



CHILDREN'S EMERGENCY FUND

Our Children's Emergency Fund supports UNICEF to reach children and families before an appeal has been launched as well as support children in emergencies that might not make the headlines. In 2022, for instance, the Children's Emergency Fund contributed to UNICEF's emergency work for children in more than 50 countries, from Armenia to Yemen.

Our Fund helped strengthen UNICEF's preparations for emergencies and pre-position supplies including baby kits, family hygiene kits, medical supplies, kits with learning equipment and toys, and winter supplies. It supported sudden, smaller humanitarian crises, and it covered specific gaps in major crises, including the emergency supply of ready-to-use therapeutic food in Ethiopia.

In October we launched our first television adverts in support of the Children's Emergency Fund, fronted by UNICEF UK Ambassadors Gemma Chan and Sanjeev Bhaskar. **The adverts showcased our vital work for children caught in lesser-known crises and have so far raised more than £162,000.**

SUPPORT FOR CHILDREN IN ARMENIA

Mary lives near Yeghegnadzor in southern Armenia with her children.

Her family were among 90,000 people who fled the conflict that broke out in Nagorno Karabakh in 2020. Since then, UNICEF has been supporting displaced families and the communities hosting them.

During 2022, UNICEF provided vital cash grants and shopping vouchers for clothes, shoes, blankets and other necessities. Mary took her children shopping to buy clothes with their vouchers. In town, the children helped each other choose trainers.

Since the conflict began, UNICEF has also provided over **30,000 children and young people** with learning supplies, winter kits, hygiene products, healthcare and mental health support. We have been working with schools to accommodate the displaced children.

“The children are ecstatic. It's not often that we can buy the clothes they need. I have five kids and they're growing. I can't tell them to wear clothes that no longer fit, or that we have trouble putting food on the table.”





CLIMATE LEADER

Lupita, age 13, is School President of the Committee of Casita del Agua y la Energía, an innovative new climate initiative that focuses on rainwater harvesting and drinking water purification in 30 schools across Mexico.

In 2022, UNICEF UK committed £1.5 million to build a safe and cleaner environment for children

CLIMATE CRISIS IS A CHILD RIGHTS CRISIS

One billion children – nearly half of the world’s children – live in countries that are at extremely high risk from the impacts of climate change. Children are least responsible for the crisis yet bear its greatest impacts. They are demanding urgent action, yet many governments and decision-makers are not including them in discussions or solutions.

UNICEF’s climate and sustainable environment strategy helps put children and young people at the heart of decision-making, supports their calls to action and champions them as agents of change. UNICEF’s programmes ensure the basic services that children rely on, such as education, health and water and sanitation, are resilient to the impacts of climate change.

COP27



In November 2022, the 27th UN annual global climate change conference (COP27) took place in Egypt. UNICEF made sure that children and young people were present, visible and heard on the climate agenda. For the first time in the overarching cover decision for the conference, key language proposed by UNICEF and partners formally recognised children as agents of change in addressing the impacts of climate change.

Key achievements in 2022

- At COP 27, UNICEF directly supported **82 young people** to participate in national delegations.
- Together with the UN’s Youth Climate Movement (YouNGO), UNICEF helped more than **200 youth delegates** prepare for COP27.
- UNICEF supported the first-of-its-kind **Children and Youth Pavilion**.

Conservation in Nepal

Jersey Overseas Aid is supporting UNICEF’s conservation livelihoods programme in Nepal. The programme will benefit 20,000 children through improved air quality, increased disaster resilience at schools and health facilities, and the conservation of forests.

Formula E helps drive action on climate change



Formula E and UNICEF have partnered to help create a cleaner, safer world for 3 million children. The partnership has so far contributed to equipping more than 696,000 adolescents in 75 countries with the skills and confidence to lead and join initiatives that promote climate action and reduce the risk of disaster.

Our *Take A Breath* partnership film, featuring UNICEF Ambassador Tom Hiddleston, was watched by more than **6 million people**. The powerful, spoken-word film highlighted that 9 out of 10 children under age 15 regularly breathe polluted air while emphasising that people working together can make a cleaner, safer environment.

Key achievements in 2022

- Formula E supported **336 students** in Mexico to unlock their potential to become climate and environment champions.
- Formula E and UNICEF Mexico’s innovative programme has installed safe water systems and sustainable energy sources for schools across Mexico, benefiting around **8,000 students so far**, with many more in years to come.



In response UNICEF helps provide:

**LIFE-SAVING
THERAPEUTIC
FOOD**

80% of life-saving therapeutic food for malnourished children around the world.

Vaccines for almost half the world's children. Vaccines save the lives of 2-3 million children every year.



© UNICEF/UN S. CDC/Unique Identifier/Jit Hansasi



Polio vaccines for over 400 million children every year, as part of the drive to end polio forever.

CHILD HEALTH

Every year, millions of children die from causes that are preventable and treatable. During the COVID-19 pandemic, nearly 67 million children around the world missed out on the routine vaccines that keep them safe from deadly disease. The pandemic showed everyone how important global health is and the deep inequities that exist.

Over \$99 million worth of pharmaceutical products, including anti-retroviral medicines, malaria treatments, oral dehydration salts, and antibiotics (2021).



In 2022, UNICEF UK committed **£7.6 million** for UNICEF's child health programmes around the world.



SUPPORT FOR SHAKSHAM

Shaksam, age 2, enjoys a midday meal with other children at a UNICEF-supported childcare centre in rural Maharashtra, western India. Shaksam is low weight. He loves to play at the centre. The centre provides holistic development including pre-school activities for children as well as care facilities for mothers. Basic healthcare activities include nutrition education and supplementation.

CHILD MALNUTRITION

Every year, around three million children die due to causes related to malnutrition. For millions more, poor diet results in stunting – an irreversible condition that literally prevents the physical and cognitive growth of children and limits their capacity to thrive.

In 2022, UNICEF UK continued to grow its transformational partnerships with the Children's Investment Fund Foundation (CIFF) and The Power of Nutrition, helping to protect children from hunger and malnutrition.

CIFF

UNICEF and CIFF are co-investing \$100 million into the Child Nutrition Fund focused on reducing child wasting, which affects more than 45 million children around the world. Together, we aim to combat this most extreme form of malnutrition with a focus on prevention, early detection, and treatment. Work continued in Ethiopia specifically, where CIFF is helping to improve the nutrition of pregnant mothers through a grant of \$4.7 million.

The Power of Nutrition

In 2022 we celebrated five years of partnership with The Power of Nutrition. Together, UNICEF and The Power of Nutrition are investing \$75 million to support the expansion of nutrition programmes in Liberia, Benin, Bangladesh, India and Ethiopia.

Our partnership saw success in 2022. UNICEF India and UNICEF Bangladesh secured essential buy-in from their governments to expand state-wide programmes and invest in innovative nutrition solutions.

Maharashtra, India

Specifically in Maharashtra, India, and with the support of the State Government of Maharashtra, UNICEF is:

- Preventing severe wasting and anaemia among children, adolescents, and women
- Promoting good infant and young child feeding to reduce neo-natal mortality
- Enabling social behaviour change through communications to promote balanced diets for all socio-economic groups

2022 GROUND-BREAKING RESULTS IN MAHARASHTRA, WITH THE POWER OF NUTRITION

- Reached 3.95 million girls with iron and folic acid tablets
- 6.57 million children aged 6 to 59 months screened for wasting, and 72% of those identified admitted to community and facility-based management
- 92,164 frontline nutrition workers conducted dedicated sessions on the importance of a child's first 1,000 days, as part of Village Health Nutrition and Sanitation Days.



Soccer Aid for UNICEF 2018: Eswatini and Lesotho

In 2022, thanks to UK Government Aid Match funding from Soccer Aid 2018, UNICEF UK continued to support the strengthening of health systems at national, health facility and community levels. Our integrated package combines health, nutrition, HIV prevention, and early childhood development services. The project aims to reduce neonatal and child mortality, and improve the growth and development of children, with services directly benefiting over 200,000 people.

At the community level, the project supports rural health motivators and mentor mothers to make home visits to pregnant women and new mums. They provide health information on pregnancy and the postnatal period, the nutritional needs of mother and child, and good water, sanitation and hygiene practices.

In Eswatini in 2022

- more than **45,000 women and girls** received maternal, newborn and child health support at 14 health facilities supported by UNICEF
- **25,437 babies** were born at 14 delivery units supported by UNICEF
- health services reached **28,466 children under age 2.**



Soccer Aid for UNICEF 2019: Zambia and Sierra Leone

In 2022, UNICEF UK used the UK Government Aid Match funding from Soccer Aid 2019, to improve health and development for children under five in Sierra Leone and Zambia. By focusing on improving maternal, newborn and child health during the first 1,000 days of life, the project will reach more than **68,000 children, 26,000 pregnant women, and over 75,000 parents and caregivers across both countries.**



Sabusiswa, 9 months, sits on a mat outside his home in Shiselweni, Eswatini.

© UNICEF/Mahlanqunu

MAMADOU GOES THE EXTRA MILE

Every day in Mali's relentless heat, Mamadou travels miles by donkey-drawn cart to deliver life-saving vaccines for children.

As a health worker in Mali's volatile central region of Mopti, Mamadou has no time to waste. He must reach some of the area's most remote communities with the vaccines and return home before sundown, for his own safety. Despite these challenges, he goes the extra mile to help keep children safe.

Today he is on his way to see Aissata and her three-month-old daughter Mariam. After her first child died, Aissata also nearly lost her second child to an outbreak of measles in her remote village.

"He had pimples all over his body and face. He had fever and was very sick. He almost died. I was so afraid ... Since then, I make sure all my children are vaccinated." Aissata

Measles is one of the biggest killers of children under age five in this part of Mali. Knowing that young lives are at stake, Mamadou regularly goes above and beyond to carry out his vital work.

Mamadou's vaccines help to save countless lives in places like Mopti, where reaching healthcare is hampered by escalating violence between armed groups.

UNICEF is working with local partners on practical solutions such as mobile vaccinators to bring healthcare services to the most marginalised children, before it's too late.



© UNICEF/Kaifa



In 2022, UNICEF UK committed £755,000 for UNICEF's HIV and AIDS work.



HIV AND AIDS

Support from the Elton John AIDS Foundation

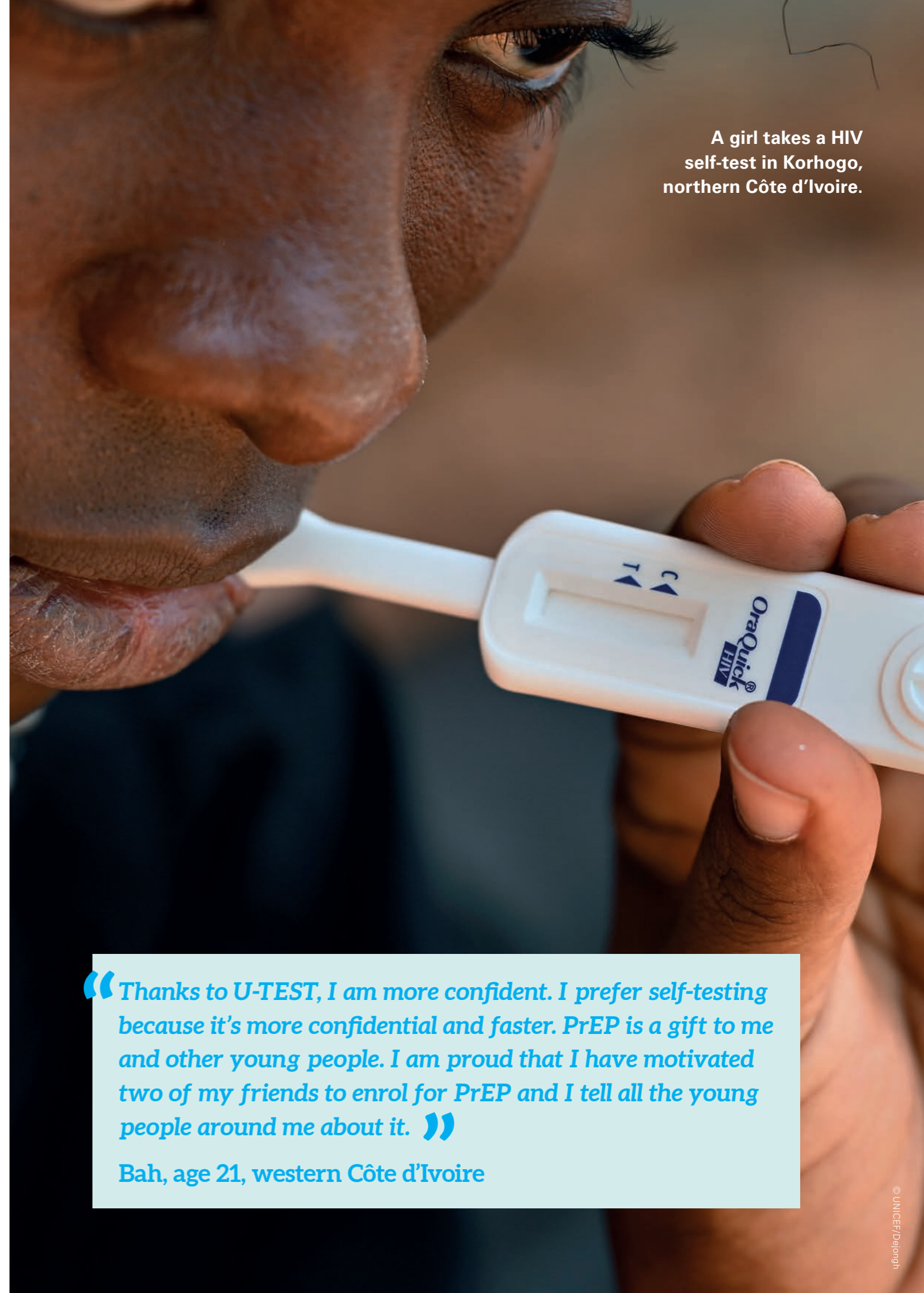
Globally, adolescents are less likely to be tested for HIV than adults, while testing and prevention services are poorly tailored to their needs and preferences. With the support of the Elton John AIDS Foundation, UNICEF implemented a project aiming to transform the HIV epidemic among young people in Côte d'Ivoire.

The Foundation's resources helped to pilot and further strengthen a U-TEST model, which provides adolescents with information about HIV and AIDS and links them with adolescent-friendly support and care. The goal is to connect at-risk youth with testing and services that prevent the spread of HIV.

As a result:

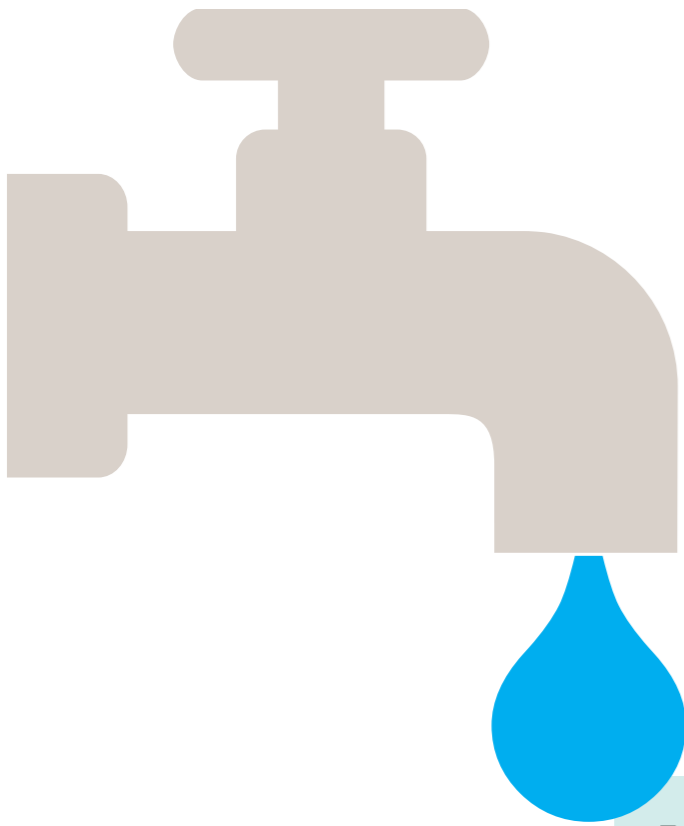
- Nearly **900 young people** have been enrolled on Pre-Exposure Prophylaxis (PrEP) services that can reduce HIV acquisition by up to 90%.
- Almost **89,500 adolescents and young people** were reached with HIV prevention information
- More than **37,400 vulnerable adolescents and young people** benefited from HIV self-testing.
- UNICEF equipped the National AIDS Control Programme with **25,000 HIVST kits** and 1,800 doses of Hepatitis B surface antigen for PrEP eligibility.

A girl takes a HIV self-test in Korhogo, northern Côte d'Ivoire.



“Thanks to U-TEST, I am more confident. I prefer self-testing because it's more confidential and faster. PrEP is a gift to me and other young people. I am proud that I have motivated two of my friends to enrol for PrEP and I tell all the young people around me about it. ”

Bah, age 21, western Côte d'Ivoire

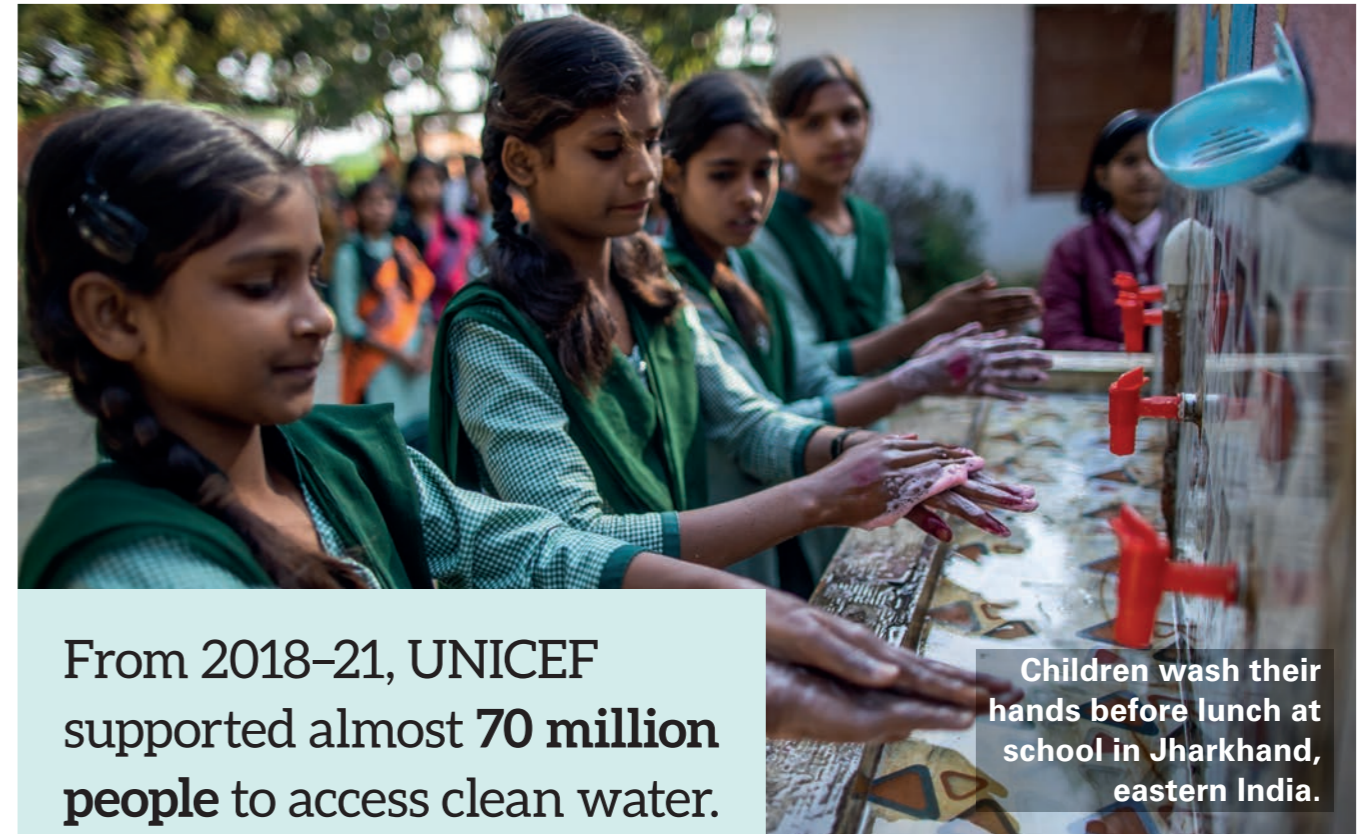


In 2022, UNICEF UK committed £3.7 million to water, sanitation and hygiene for children and families.

WATER, SANITATION AND HYGIENE

Growing up in a clean and safe environment is every child's right. Every day, more than 1,000 children under the age of 5 die from diarrhoeal diseases caused by poor water and a lack of sanitation and hygiene. In areas of conflict, children can be nearly 20 times more likely to die from diarrhoeal disease than from conflict itself.

UNICEF works to keep children safe by improving water supplies and sanitation services in schools, health facilities and communities, and promoting safe hygiene practices in more than 100 countries.



From 2018–21, UNICEF supported almost 70 million people to access clean water.

Children wash their hands before lunch at school in Jharkhand, eastern India.

Better water, sanitation and hygiene in schools

The COVID-19 pandemic highlighted the importance of handwashing with soap and readily available clean water. It also led to lengthy school closures worldwide. As schools prepared to reopen in 2021–22, UNICEF was working with governments to improve water, sanitation and hygiene in schools across 86 countries.

Around the world, more than 4 in 10 schools lack basic handwashing facilities, affecting 802 million children. In India alone, that's 174 million children.

India

The Government of India with UNICEF India and Unilever have achieved impressive results in tackling the issue:

A National School Water, Sanitation and Hygiene training toolkit is now government-approved and available across India. **60,000 people have been trained** to train others,

cascading learning to more than **930,000 staff and pupils** in schools.

We supported the national campaigns Swachhata Pakwada (Cleanliness Fortnight) and Global Handwashing Day that reached **13 million people and 1.14 million people** respectively.

We supported **86,000 schools** with action plans for improving their water, sanitation and hygiene.

Tanzania

In Tanzania, during 13 years of support from The Wickens Foundation, nearly **17,000 Tanzanian school children** have enjoyed an improved learning environment in 20 schools. Services provided include water supply systems, handwashing stations, toilet blocks for girls and boys, all supported with hygiene education.



Water security for all

450 million children live in areas of high or extremely-high water vulnerability. Climate-driven droughts, floods and rising sea levels are making this worse.

UNICEF works with partners to build the resilience of water services and communities to withstand climate shocks and stresses. We use low-carbon energy sources like solar power. Our work on climate-resilient water and sanitation now reaches 87 countries – directly benefiting **6.1 million people**, including through the construction of more than 4,250 solar-powered water systems.

SOLAR-POWERED WATER SYSTEMS IN MADAGASCAR

Lack of access to clean drinking water is damaging child health in southern Madagascar. Successive droughts have severely depleted the groundwater that communities rely on, leaving 1.6 million people food insecure and 500,000 children at risk of acute malnutrition.

The Eleva Foundation has supported UNICEF Madagascar and partners to install more than 150 solar-powered water systems. Over **43,000 people** can now access clean water for household and small-scale agricultural use. 3,800 members in 154 farmers' groups (90% female) have been trained to run the systems and guided in micro-irrigation and crop production, improving their food security.



Children wash their hands after UNICEF helped install a solar-powered water system at their school in Androy, southern Madagascar.



ACHIEVEMENTS

- **11,000 people** supported our health systems strengthening petition.
- During World Immunisation Week 2022, media pieces reached over **22 million people**.
- We published **four new papers** on child survival, making the argument for greater investment from the UK Government.
- **Over 100 experts** attended our webinar series on the importance of vaccinations.

UNICEF UK has been working to shape the UK Government’s commitment to strengthen health systems globally in the wake of the pandemic, with a particular focus on protecting children’s health. Following years of advocacy and campaigning, the UK Government published its approach to Ending Preventable Deaths, and we have been working to shape its implementation so that it helps as many children as possible.

We produced a series of publications on vaccinations, health systems strengthening and Pandemic Prevention, Preparedness and Response (PPR), followed up by direct

engagement with lead decision-makers in this area. We also worked with actor and UNICEF UK Ambassador David Harewood, who visited UNICEF child health programmes in Bangladesh. The trip garnered significant media attention and David Harewood spoke at a Parliamentary event on the importance of vaccinations and health systems strengthening.

Our work has ensured that Government priorities on health systems, immunisation and pandemic preparedness remain aligned to UNICEF UK priorities and will contribute towards helping children both survive and thrive.

FUTURES AT RISK CAMPAIGN

Our Futures at Risk campaign calls on the UK Government to make long-term strategic commitments and funding to strengthen child health systems around the world.

The ongoing and interconnected impacts of the COVID-19 pandemic, escalating conflict, and the increasing frequency and severity of climate change shocks are combining to create the conditions for an unprecedented and exponential child survival crisis. Data released confirms that gains in child survival have reduced significantly since 2010 and that progress is stalling, with 54 countries off track to meet the Sustainable Development Goal target on under-5 mortality.

The evidence shows that without swift action, 59 million children and young people will die before 2030 and nearly 16 million babies will be lost to stillbirth. These deaths can be prevented through access to cost-effective interventions that should help make up a package of essential child health services available for every child.

© UNICEF/Monir



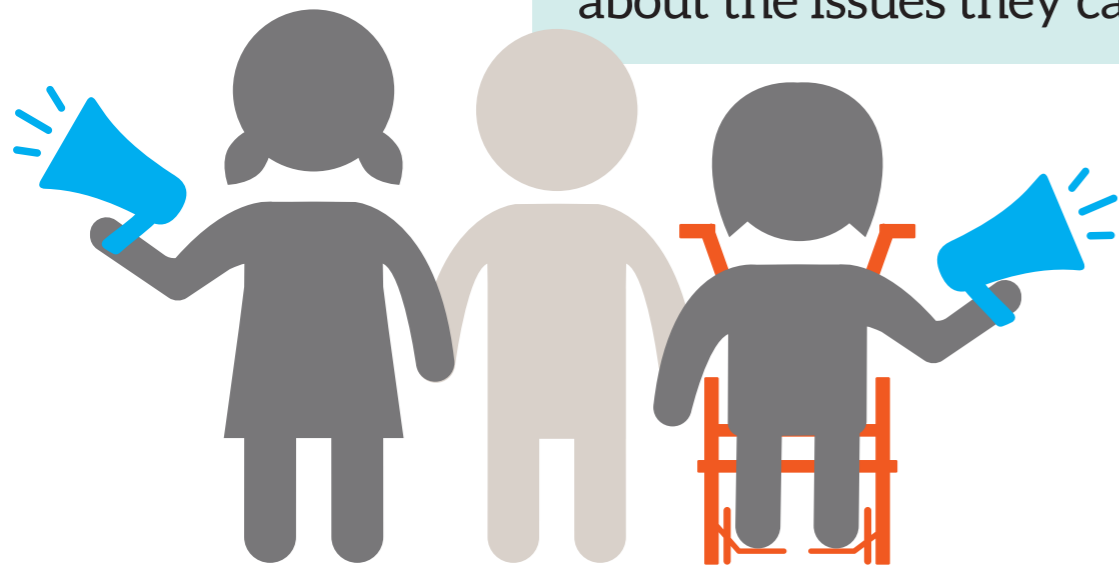
NAZMIN AND THE COOL BOX

Healthcare worker Nazmin walks for 2–4 hours a day carrying vaccines in a cool box to reach communities in Sylhet, north-east Bangladesh. She visits eight separate vaccination points, helping to protect children from measles and polio.

“There’s no doubt that it is difficult, but I like doing it because it is a service for the people. It is important work.” Nazmin



33,000 children and young people across the UK learned about their rights and spoke out about the issues they care about.



OUTRIGHT CAMPAIGN

Our 2022–23 OutRight campaign aligned with our Futures at Risk campaign, focusing on children’s right to the best possible health (Article 24 of the UN Convention on the Rights of the Child) and the importance of strengthening health systems to achieve this. Over 1,100 teachers and youth workers signed up to OutRight 2022–23, supporting more than 33,000 children and young people across the UK to learn about their rights and speak out about the issues they care about.

To investigate how their local healthcare system supports children’s rights, schools across the UK invited healthcare workers and decision-makers into their classrooms. Barley Fields Primary School in Stockton posed questions to a healthcare worker and a midwife. The children learnt how to fit a cochlear implant on a teddy bear, and tried out a doppler on a teacher of theirs who is pregnant to hear the baby’s heartbeat. At Trealaw Primary School in Tonypany, children spoke to their MP Chris Bryant about the OutRight campaign and healthcare in their area.

World Children’s Day

To mark World Children’s Day (20 November), around 3,000 children and young people taking part in OutRight joined our interactive online event with UNICEF UK Youth Advisory Board member Arushi and UNICEF UK Health Specialist Svetlana Ancker.

They discussed children’s right to the best possible health and the importance of strengthening health systems to achieve this, encouraging children and young people to use their voices as part of the campaign.

CHILDREN INVITE A LOCAL DOCTOR TO TALK ABOUT HIS WORK

“The impact of Dr Millar’s visit was evident through the play that I saw happening during the classroom in the following few weeks. The children were so inspired that they wanted to have their own doctor’s surgery and hospital in the classroom.

“Older year groups worked alongside younger pupils. Class teachers planned and facilitated a sequence of lessons around the OutRight campaign. Two classes worked on creating short animations on iPads about their local healthcare experiences.”

Jennifer Wilson,
Leith Primary School teacher

“I liked when Dr Millar came to visit us, and I learnt what a stethoscope is.” **Student**

“We are lucky to have good healthcare in Scotland, but everyone should have the right to good healthcare in the world.” **Student**

“I was surprised by all the different people who help in hospitals and the special jobs they do to keep us healthy.” **Student**



© Jennifer Wilson





CHILD EDUCATION

Education has the power to transform lives, helping to end generational cycles of poverty and disease. Yet the COVID-19 pandemic and intensified conflict and climate change are having a devastating affect on children's ability to read, write and do basic maths, as millions remain out of education for long periods.

The pandemic highlighted the importance and inequity of access to the technology and materials needed to learn. We urgently need a renewed focus and transformative approach to education so that children have the skills they need to thrive in the 21st century.

Global Learning Crisis

Nearly **two-thirds** of 10-year-olds are **unable to read** and understand a simple text.

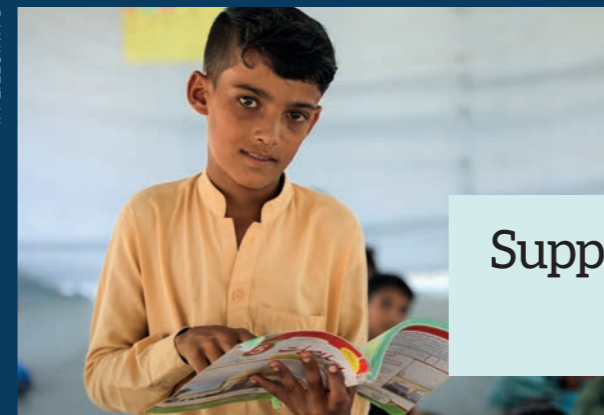


Children with disabilities are 49% more likely to have never attended school.

Twice as many adolescent girls as boys age 15–19 are not in any form of education, employment, or training.



© UNICEF/Zaidi



In 2022 UNICEF:

Supported **28 million crisis-affected children** to access education.



UNICEF UK committed **£2.2 million for children's education around the world**, as well as more than £2.5 million for children's education in emergencies.



INCLUSIVE EDUCATION FOR CHILDREN WITH DISABILITIES

All children and adolescents have the same human rights and should enjoy the same opportunities to have an education and reach their full potential. However, children and adolescents with disabilities, as well as those with learning difficulties, have historically been the most excluded from educational systems. This must change.

UNICEF and partners are driving an innovative solution called Accessible Digital Textbooks for All, to make books available, affordable and accessible for children with and without disabilities in all contexts. Stories can be downloaded so they are available on a tablet without Wi-fi. They have accessibility features that cater for all students, including a screen reader, text in a font suitable for students with dyslexia, and illustrations in colours that are selected to help those with issues such as colour blindness.

The Eleva Foundation is supporting the accessible digital textbooks initiative in six countries across Latin America and the Caribbean (Jamaica, Nicaragua, Paraguay, Uruguay, Dominican Republic and Colombia). With an investment of £1.5 million over three years, together we aim to reach over **350,000 children**. So far, we have worked with the Ministries of Education in all six countries, piloted four accessible digital textbooks and trained over **200 teachers** so that they are ready to use the new technology in their classrooms.



ARI AND THE ACCESSIBLE BOOK

As soon as six-year-old Ari gets home from his school in Kingston, Jamaica, he is eager to show his grandmother what he has learned. He pulls up UNICEF's accessible digital textbook *My Brain is My Boss* on his tablet.

Ari was diagnosed with auditory neuropathy as a baby, a disorder that hinders sound transmitting from the inner ear to the brain. Reading and signing, Ari guides his grandmother through the book. With this technology, Ari is breaking down barriers to his learning and communication.

The first two accessible books were launched in Jamaica in late September 2022, and UNICEF is on track to convert the remaining 10 titles of Jamaica's Literacy 123 curriculum by end 2023. At Ari's school, teacher Patrice uses *My Brain is My Boss* to help the class grasp the relationship between the brain and the body.

“When you look at Ari and realize he is happy and has a disability, why should we not take a page from his book and try to be as happy as he is?”

Ari's mum Stacy-Ann



“Students enjoy technology. It stimulates their interest and curiosity and gets them engaged. The books will help students develop confidence and a love for reading.”

Acting Principal,
Heidi-Ann Mitchell-Dillon

Having finished reading, Ari rushes outside to play on his bicycle. When his grandmother signs “Go”, Ari starts pedalling furiously. When his grandmother holds her hand up for Ari to stop, Ari brakes and giggles. The two of them play until sunset.



Education in emergencies

In emergencies, UNICEF responds to protect the rights of children. Working with UN partners and humanitarian agencies, UNICEF offers its unique facilities for rapid response to partners. As a co-lead of the Global Education Cluster, UNICEF works to deliver uninterrupted education for every child affected by humanitarian crises – especially girls, children with disabilities, internally displaced children, refugees and migrants.

UNICEF helps children develop skills to cope with traumatic experiences and provide them with safe, Child Friendly learning spaces equipped with water and sanitation facilities. UNICEF’s work builds capacity by training teachers, supplying learning materials and supporting governments to reduce the risk of disaster.

People’s Postcode Lottery

Funds raised by players of People’s Postcode Lottery continue to support UNICEF’s education in emergencies work across East and Southern Africa. The Postcode Education Trust granted £2.5 million this year and their continuing support enables UNICEF to expand our emergency response for children affected by crises ranging from ongoing conflict to climate related droughts and typhoons. The grant builds regional capacity to respond to emergencies, supports innovation in digital learning and specifically helps children to keep learning in Ethiopia.

As part of their support in Ethiopia, the Trust has contributed to expanding integrated education and child protection services for children displaced by the crisis. These centres aim to reach **20,000 children and young people.**

GOING TO SCHOOL IN A REFUGEE CAMP

Nearly 1 million Rohingya refugees live in temporary shelters on a narrow hilly strip at Cox’s Bazar in Bangladesh.

Challenges in a crowded camp include disease, disasters like flooding, and the risk of violence and exploitation. But life goes on for children, like going back to school.

“I love to come to school. Our teacher teaches us Burmese, English, maths and science ... now I know many things. Before I did not know how to read a book,” says Mohammed.

In 2022, UNICEF supported over 230,000 Rohingya children to get an education – from early learning to non-formal lessons for adolescents. This included learning materials, supporting teacher training, reaching parents, and the repair and rebuilding of learning centres.

A foundation for the future

UNICEF has handed over 110 classrooms across 22 schools to the Government of Bangladesh and is now supporting them to strengthen teaching and learning through grants that benefit all 657 schools in Cox’s Bazar.

Learning helps children understand the world around them, and provides opportunities and skills to build a better world, and shape their own futures.

“When I’m an adult I would like to be a pilot so I can go abroad,” says Enayet. “I love English as it is an international language ... when I visit other countries, I will need it.”



Imam studies in his UNICEF-provided Child Friendly classroom at Cox’s Bazar, Bangladesh. When he grows up, he wants to work for people in need.



Learning Passport

During school closures, more than two-thirds of children globally were unable to access online learning. Lack of electricity, connectivity, affordable data and devices are compounding factors that impede equitable access to digital learning. Parents' lack of literacy and digital skills and reluctance to let children – girls in particular – access the internet are added obstacles. Children's own lack of digital skills, even in wealthier countries, can also stand in the way.

The Learning Passport is an innovative solution designed to close the learning poverty gap and improve learning for millions of children and young people around the world. It is an online, mobile and offline platform, enabling high-quality, flexible and portable learning. It is already used by over **2.8 million learners in 28 countries.**

In February, UNICEF launched an emergency response to support millions of children and young people in Ukraine, Poland and the region impacted by the war in Ukraine. The Learning Passport is being used to ensure children, young people and their families have access to mental health and psychosocial support, as well as social and emotional learning materials, to cope with crisis, solve problems, regulate their emotions, and form and maintain relationships. The Learning Passport is also being used to provide teachers and students with critical language skills to help support learning.

UNICEF UK donors in Scotland are generously giving £375,000 to support the expansion of the Learning Passport over the next three years, alongside global partners including Microsoft and Sony.

Skills for girls

Due to the COVID-19 crisis, an estimated 11 million girls may not go back to school, with adolescent girls at particular risk. 10 million more girls may be forced into child marriage by the year 2030. On top of disrupting the learning of an entire generation, the impacts of national and local lockdowns on children's mental health have been devastating.

UNICEF and Dove are working together to enable children and adolescents around the world to overcome barriers and build their skills and self-esteem so they can thrive. In 2022 Dove supported programmes in India, Brazil and Indonesia. In India, gender-responsive teaching and learning materials on self-esteem and body confidence were adapted and shared across eight states, with the ambition to reach **6.25 million young people** by the end of the programme.



© UNICEF

“WE ARE ALL BEAUTIFUL”, SONIKA, AGE 12

Sonika discovered the UNICEF and Dove partnership to build girls' self-esteem at her school in Rajasthan. UNICEF and Dove has launched a series of six comics for children in India, focusing on youth issues.

SAFAA IS A SOCIAL INNOVATOR

At age 10, Safaa fled the war in Syria, eventually arriving at the Za’atari camp in northern Jordan. Now 17 years old, she has been able develop her love of technology and innovation at the camp.

Thanks to one of our supporters in Scotland, UNICEF established a youth centre in Za’atari that provided young people like Safaa with a comprehensive package of education and skills-building. The youth centre aims to support a new generation of innovators, by encouraging them to identify issues within the community and design their own solutions.

At the centre's Social Innovation Incubators, Safaa learned new transferable skills, including digital technology. She designed a table with wheels and an adjustable-height mechanism for students with disabilities.

“I know many students here in the camp with disabilities and they just don't have tables like this. For some people with disabilities, it could be difficult to move a table or be sat at the right position to study,” Safaa explains.

For Safaa and countless young people like her, these youth centres are a lifeline to friendship, new skills and shaping a better future for herself and her community.

“ If this programme ceased to exist, who'd know about all of the exciting ideas we have to offer here? Imagine if there was no platform to showcase our ability to change communities. I'd be devastated. ”

Safaa, age 17



© UNICEF



Thanks to support from UNICEF UK, more than 236,000 children in Kirundi, Burundi, have received birth certificates since 2021. This enables them to access free healthcare and free access to primary education.

Birth registration

The right to be recognised as a person before the law is critical for ensuring lifelong protection and is a prerequisite for exercising all other rights. For children affected by conflict, natural disasters, and other humanitarian emergencies, not being registered makes them more vulnerable to violence and their rights being unmet.

Thanks to funding from Stephen Robertson, UNICEF is working in Kirundo province, northern Burundi, which has the highest number of people returning from neighbouring Tanzania, Rwanda and the Democratic Republic of Congo. More than half of all returning children do not have a birth certificate, denying them access to social services in Burundi. Kirundo already faces a particularly low birth

registration rate: only 54% of children under the age of 5 have their births registered.

Working with local governments and communities to remove costs and other barriers to registration, UNICEF has provided more than **236,000 children with birth certificates** since 2021. In 2022 alone, we reached 140,000 children directly, and supported the registration of a further 29,000 children through civil registration services. This enabled 74,400 children to enrol in school and 54,000 children under 5 to access healthcare across the region. This programme is helping children to gain a legal identify and access vital services, as well as helping Burundi on the path to universal birth registration.

CHILD PROTECTION

UNICEF works in more than 150 countries to protect children from violence, exploitation and abuse. We partner with governments, businesses, civil-society organizations and communities to prevent all forms of violence against children, and to support survivors, including with mental health and psychosocial services. Our efforts strengthen child protection systems to help children access vital social services.



Worldwide, one in four children under the age of 5 do not officially exist – their births have not been registered.



Sangeeta, 19 (centre right), is a member of the Jyoti Adolescent Girls Group at the Hokonguri Tea Estate in Assam, India.

ETHICAL TEA PARTNERSHIP AND THE CHILDREN OF ASSAM, INDIA

The Ethical Tea Partnership and UNICEF have been working to address some of the most challenging and systemic issues affecting women, children and families living in tea communities and the surrounding areas in Assam, India, since 2014.

In 2022 UNICEF worked with more than 5,800 boys and 4,000 girls in adolescent groups.

These adolescent groups discuss gender-based violence and school-based violence and its link to school dropouts, which in turn perpetuates a cycle of violence. Alongside this work, UNICEF and our partners provided psychosocial support and skills training. Young people were connected with protection services and potential career opportunities. There were also awareness campaigns to address harmful social norms around violence.



ACHIEVEMENTS

- **£44 million** raised for children through corporate partnerships in 2022 (£20 million increase from 2021)
- Our brand partnerships with Unilever passed the **£31 million** donation mark
- We celebrated 10 years of our partnership with easyJet, which has so far raised over **£16 million**
- In 2022 we formed four new, multi-year partnerships worth **£2.5 million** per year for children



PARTNERSHIPS

UNICEF UK is proud to partner with more than 30 leading businesses in the UK to create lasting change for children and raise vital funds for our work. These ambitious and innovative partnerships work to deliver the greatest impact for the largest number of children.

Preventing NCDs among young people

AstraZeneca, through their Young Health Programme, is supporting UNICEF with a \$12.5 million grant over six years to help prevent non-communicable diseases (NCDs) among young people. 2022 marked the third year of the partnership, which aims to enable healthier lifestyles and address key NCD risk factors by reaching more than five million young people with awareness messages, training 1,000 youth advocates, and positively influencing at least 12 laws and policies over six years.

Key achievements to date

- **1.74 million adolescents** reached directly with awareness-raising messages
- **1,171 young advocates** trained to promote NCD prevention
- **12 policies and laws** adopted, updated or upheld in six countries (Angola, Belize, Brazil, Indonesia, Jamaica and South Africa)

Two new corporate partnerships founded to support core resources

Core resources for results

For Every Child. It is a promise that drives everything that UNICEF and UNICEF UK do. Core resources, or unrestricted funding, is the bedrock that make this commitment possible.

It provides UNICEF with three key tools:

1. the predictability to plan and implement long-term programmes for children
2. the flexibility to address challenging and often rapidly changing contexts in order to achieve real, lasting results, and
3. the efficiency that comes from reducing transaction costs and thereby maximising the resources that can go directly to children.

Around 80% of the unrestricted funds received by UNICEF goes directly to country programmes around the world, carefully allocated based on where children are in greatest need. The allocation of the remaining 20% is directed to strategic and innovative activities, advocacy and global and regional programmes, and the organization's emergency programme fund.

We increased corporate support for core resources for UNICEF in 2022. We secured two multi-year partnerships with the Keller Group and Outright Games, as well as continuing fundraising with small and medium sized enterprises to support core resources.



A Rights Respecting School in London taking part in a sports lesson.



© UNICEF/Dave

SPORTS PARTNERSHIPS

UNICEF celebrates the power of sport and play in helping to change children's lives. UNICEF UK's partnerships focus on making sports and sporting events safer for children everywhere.

Child rights and safeguarding in sport

We work with the Commonwealth Games Federation, lead the International Safeguards for Children in Sport initiative, and educate young players on the pathway to professional football about their rights.

Rugby League World Cup 2021

In the autumn of 2022, England hosted rugby league's biggest ever international tournament. Our partnership raised more than £250,000 for our Rights Respecting Schools Award in the north of England and for the protection of children from violence in Brazil. It culminated with a fantastic UNICEF match televised on BBC1, featuring UNICEF stadium branding, and an 80-strong children's choir.

Birmingham 2022 Commonwealth Games

UNICEF UK's long-term relationship with the Commonwealth Games Federation aims to transform children's lives across the UK and the Commonwealth. Beginning with the Glasgow 2014 Commonwealth Games, we continue to partner with the Games' organising committees to embed and strengthen human rights, child rights and safeguarding throughout the Games.

The Commonwealth Games returned to the UK for 2022. We supported the Birmingham 2022 Commonwealth Games from August 2021 until the Games opened in August 2022. We worked with the Organising Committee to pilot the Human Rights Due Diligence Guidance developed to support International Standard ISO 20121 to help protect child rights.

KEY ACHIEVEMENTS IN 2022

- 10 years of the International Safeguards for Children in Sport, used by more than 60 organisations across six continents
- £6.6 million raised for children through our sports partnerships
- Four successful activations in Mexico, Italy, USA and UK, using Formula E races as a platform to amplify UNICEF's work in tackling climate change



KEY ACHIEVEMENTS TO DATE

- In **El Salvador**, more than 28,000 children have benefited from our programmes to tackle violence against children.
- In **Indonesia**, we have reached more than 153,500 children, parents, caregivers and teachers to help reduce school dropout rates, prevent violence in schools, and improve health and learning.
- In **Nepal**, we have supported over 93,400 children with life-skills sessions.
- In **Uganda**, nearly 37,000 adolescents in 81 schools have benefited from better learning.

7: THE DAVID BECKHAM UNICEF FUND

7: The David Beckham UNICEF Fund is committed to helping children, especially girls, break down the barriers that hold them back. The programmes are tackling violence, bullying, child marriage and missed education. They focus on helping the most vulnerable children in the poorest communities. In the face of ongoing and emerging global challenges, these programmes are a lifeline for keeping children safe, healthy and learning.

Back on track post-pandemic

Throughout 2022, 7: The David Beckham UNICEF Fund continued to support programmes in El Salvador, Indonesia, Nepal and Uganda. COVID-19 had brought two years of interruptions and increased challenges facing children including higher levels

of violence. Our programme teams and partners worked hard to get back on track. Some activities were accelerated to help catch up and make sure that no child was left behind. We even exceeded some of our targets.

SHARON GOES BACK TO SCHOOL*

* This story deals with a sensitive subject. Name changed to protect identity.

At age 14, Sharon was raped by a relative. Her headteacher recalls how fear and stigma put her off from going back to school.

With support from the 7 Fund, UNICEF and partners set up a programme to mentor vulnerable children and young people in Adjumani, northern Uganda. A support network of Champion Parents and teachers addresses stigma around teenage pregnancy and sexual abuse.

“Previously, Sharon would have been abandoned but we see that her mother, the community and the school are helping her continue with her education,” explains Champion Parent **Godfrey Obulejo**.



© UNICEF/Mamaia

Sharon’s mother says, *“I encourage all mothers in the community to support their children because education is one of the ways to fight poverty.”* She says Sharon is very focused and, since returning to school, has made good progress especially in English, maths and social studies.

Now age 17, Sharon hopes to get into secondary school and then train to be a midwife.

Sharon also guides her younger relatives. *“They are not too young to understand that education is important. My mother says she will die a happy woman if I finish my education and I want to achieve this in her honour but also to contribute to society.”*

Sharon has shown how the right support can help children defy trauma to get their lives back on track.



In 2022, Soccer Aid for UNICEF:

Raised **£15.6 million** – the most in Soccer Aid history.



Peak of **4 million viewers** on ITV1.

13 programmes shown across Soccer Aid Week.



© UNICEF/Stella Pictures

54,000 fans at London Stadium enjoyed the game live.



© UNICEF/Stella Pictures

17 corporate partnerships

Over £75 million raised for children since the first Soccer Aid in 2006.

SOCCER AID FOR UNICEF

Soccer Aid for UNICEF brings together global stars of film, TV, sport and music with football legends. Now the world's biggest charity football match, it is supported by passionate fans and watched by millions at home on primetime ITV and STV.





Raised a record-breaking
£15.6 million

Soccer Aid World XI FC
celebrate their penalty
shootout victory.



© UNICEF/Soccer Aid Productions/Stella Pictures

SOCCKER AID FOR UNICEF 2022

Soccer Aid for UNICEF 2022 raised a record-breaking £15.6 million to support every child to have the opportunity to play. The Power of Nutrition agreed to match all donations up to £4 million, making double the difference for children. Soccer Aid Week on ITV and STV featured 13 programmes across the television schedule, generating pre-match excitement, awareness and donations.

Played on Sunday 12 June, the Soccer Aid for UNICEF match attracted peak viewing figures of 4 million and a sold-out London Stadium filled with 54,000 fans. UNICEF UK Ambassador Robbie Williams delivered a special half-time performance of his song *Angels*. With the match drawn at 2-2 after 90 minutes, the Soccer Aid World XI won the tense penalty shoot-out 4-1. Lee Mack scored the winning penalty. UNICEF Goodwill Ambassador David Beckham presented the Soccer Aid for UNICEF shield to the winning team.

As the only official FA-sanctioned mixed gender match, Fara Williams returned for England, while Chelcee Grimes returned for the Soccer Aid World XI FC. Eni Aluko, Anita Asante, Heather O'Reilly and Carli Lloyd all made their Soccer Aid for UNICEF debuts. Liam Payne captained an England team managed by football legends Harry Redknapp, David Seaman, Emma Hayes and *Line of Duty* star Vicky McClure. Usain Bolt fittingly handed over captaincy of the Soccer Aid World XI FC to Ukrainian football manager Andriy Shevchenko. The Soccer Aid World XI were managed by Arsène Wenger and Robbie Keane, alongside actor Idris Elba.

Alex Brooker became the first disabled player to take part in a Soccer Aid for UNICEF match. Making up the rest of the star-studded squads were new and returning players Damian Lewis, Sir Mo Farah, Martin Compston, David Harewood, Tom Grennan, Noah Beck, Steven Bartlett, Chunkz, Mark Wright, Aitch, Mo Gilligan, Russell Howard, Munya Chawawa, Tom Stoltman,

Mark Strong and Kem Cetinay. They were joined by football legends David James, Gary Neville, Jamie Carragher, Stewart Downing, Joe Cole, Teddy Sheringham, Mark Noble, Petr Cech, Roberto Carlos, Patrice Evra, Cafu, Andrea Pirlo and Andriy Shevchenko.

The live TV show was presented by UNICEF UK Ambassador Dermot O'Leary with UNICEF UK High Profile Supporter Alex Scott as pitch-side reporter. Alex had recently returned from seeing UNICEF's work for children in Namibia. Maya Jama was back in the pundit seat alongside Jermaine Jenas. Sam Matterface and the voice of ITV's Love Island Iain Stirling provided live match commentary. The Appreciation Station returned to the stadium, with UNICEF UK Ambassador James Nesbitt and supporters including Barney Walsh, Peter Andre, Rachel Stephens and Dafne Keen personally thanking generous ITV viewers making donations throughout the night.



© UNICEF/Soccer Aid Productions/Stella Pictures



“ I want my daughter to be vaccinated, to keep her healthy and happy, ”

Otgonbayar,
Anirlan's mother

Anirlan, age 2, lives in the snow forests of northern Mongolia.

Here the winter can bring temperatures as low as -50°C. Worldwide, hundreds of millions of children in remote places like this are at risk of preventable diseases.

The vaccines that Anirlan needs are hundreds of miles away. Thankfully, UNICEF go to extraordinary lengths to reach every child with vital vaccines. The journey of 700 miles starts in the capital city of Ulaanbaatar, crosses a frozen lake, climbs over mountains, and finally arrives by reindeer. That's how far support for Soccer Aid for UNICEF can reach.

Thanks to that support, Anirlan is protected against deadly disease.

ANIRLAN RECEIVES VITAL VACCINES



The C stands for Children campaign saw UNICEF UK attain our highest 'association with children' score on record, an increase of 12% from the same period in 2021.

THE C STANDS FOR CHILDREN

In October 2022, we launched *The C stands for Children*, a new brand campaign designed to showcase that children are at the heart of everything UNICEF does.

The campaign had three distinct phases: Launch, to introduce the new creative platform; World Children's Day, employing storytelling to elevate children's voices; and a final phase focusing on the long-term global impact and scale of UNICEF's work for children.

Using audience insight, qualitative research and data, we delivered an integrated campaign across outdoor, print, social media, online video and display, seeking to maximise visibility around World Children's Day on 20 November. Thanks to our partnerships, the campaign also appeared in easyJet's inflight magazine, London Outernet, London BT Tower and Rugby League World Cup venues.

The C stands for Children campaign saw UNICEF UK attain our highest 'association with children' score on record, an increase of 7% from Q3 2022 and 12% from the same period in 2021. Those who recalled seeing our brand campaign were more likely to report improved knowledge of UNICEF, as well as improved consideration levels – with more than half of those exposed to the campaign reporting that they are likely to consider donating to UNICEF in the next 12 months.

An advert for *The C stands for Children* campaign at Outernet, London.





STRATEGY, FINANCE AND RISK MANAGEMENT

STRATEGY

Strategic context

Our new strategy launches amid the ongoing devastating impacts of conflict, COVID-19, climate change and other emergencies on the lives and rights of children in countries and communities across the world. Progress on the Sustainable Development Goals (SDGs) is falling behind and so we must accelerate progress to regain lost ground. The global economic crisis and rising cost of living are pushing many families below the poverty line and fuelling domestic and global instability.

The charity sector itself is transforming: our competitors now include commercial businesses that increasingly focus on purpose and impact. Audiences and partners are more sophisticated in their expectations. Employee expectations have evolved too. Our strategy must respond to these external shifts.





STRATEGIC PLAN 2023–26

Our UNICEF UK 2023–26 Strategy was developed through a collaborative and inclusive process during 2022. What has emerged is a strategy founded in ambition – ambition for children and ambition for our organisation. This new strategy begins against a challenging backdrop for both our supporters and partners in the UK and crucially, for the children we are here to put first.

As UNICEF UK, we are here to deliver impact for children through our global and UK programmes and the influencing work we do. Our strategy will help us achieve this.

OUR VALUES

PUTTING CHILDREN FIRST



We put children first in everything we do.

FINDING SOLUTIONS



We work from an evidence-based, solution-focused approach.

MUTUAL TRUST AND RESPECT



We take time to build trust and take care to treat others with respect.

INCLUSION AND BELONGING



We embrace diversity and take proactive steps to be inclusive.

COMPASSION



We care about each other, our wellbeing, and our development.

COLLABORATION



We seek ways to work together better to increase our impact for children.

STRATEGIC GOALS

Our strategic goals tread a fine balance between what children need us to achieve, and what is achievable in the context we are operating in. They set out what we intend to do over the next four years to deliver more for children than ever before.

INCOME



Sustainably grow income to raise £650 million over the strategic period and find efficiencies so that we generate more pence in the pound for programmes for children.

INFLUENCE



Influence the UK Government and Nations to secure strong commitment to Child Rights both in the UK and internationally, incorporating the UN Convention on the Rights of the Child and return to allocating 0.7% of Gross National Income on international development.

IMPACT IN UK



Transform systems and services for children across health, education, sport & local communities that directly improve the outcomes and life chances of millions of children in the UK.

OURSELVES



Have a highly effective, engaged, and diverse workforce that live our values, and feels safe and supported to reach their potential to deliver their best work for children.

STRATEGIC OUTCOMES

Our strategic outcomes are the result or effect of our actions taken towards our goals. These outcomes guide the actions we set ourselves.

OUR WORK ON CHILD RIGHTS



We champion children's rights in the UK and around the world, elevating children's voices and supporting their active participation.

OUR SUPPORTERS



We motivate and empower our supporters to donate their money, time, resources, or voice, and together we create a better world for every child.

OUR PEOPLE



We unite through our values. We have an inclusive, engaged, values-based culture that nurtures and enables talent to thrive and deliver their best work for children.

OUR ORGANISATION

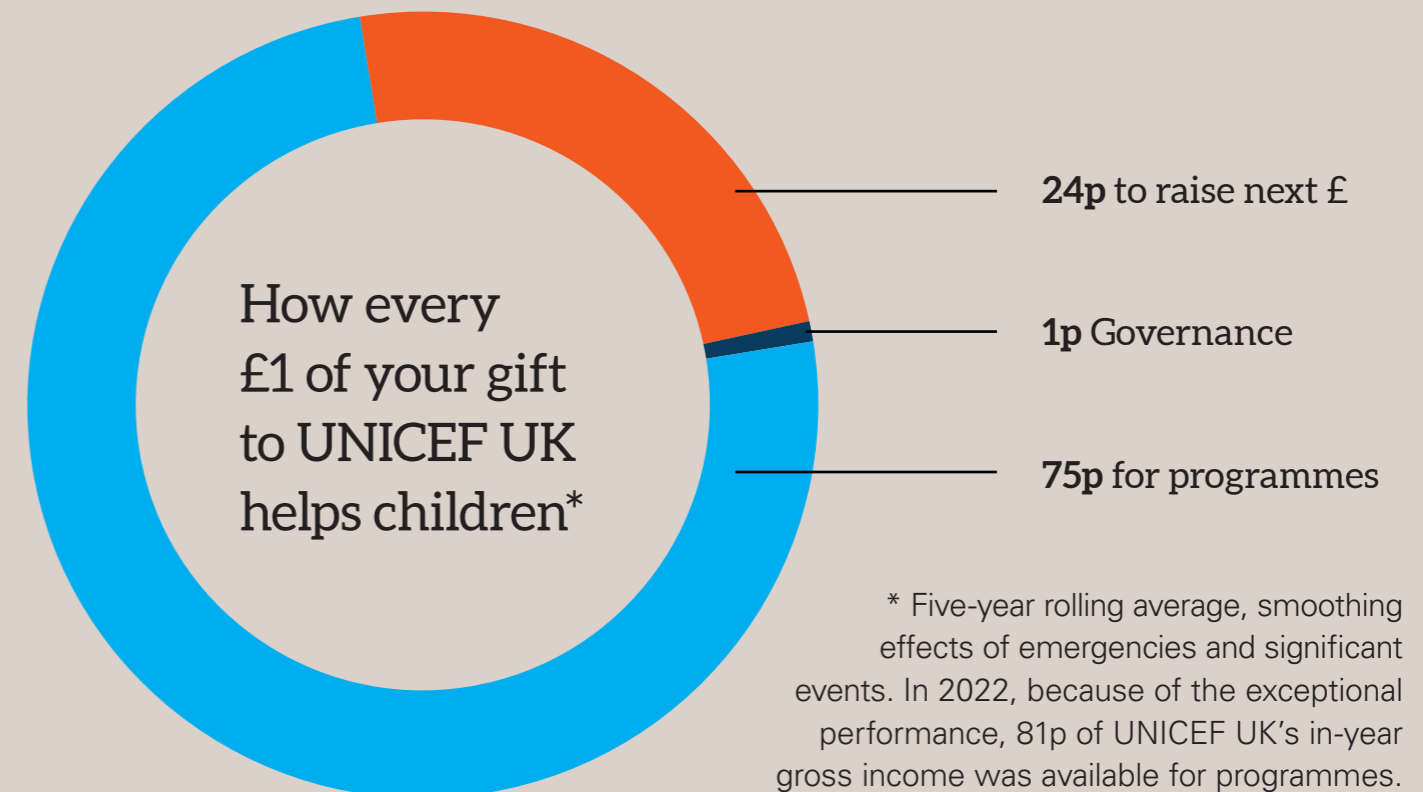
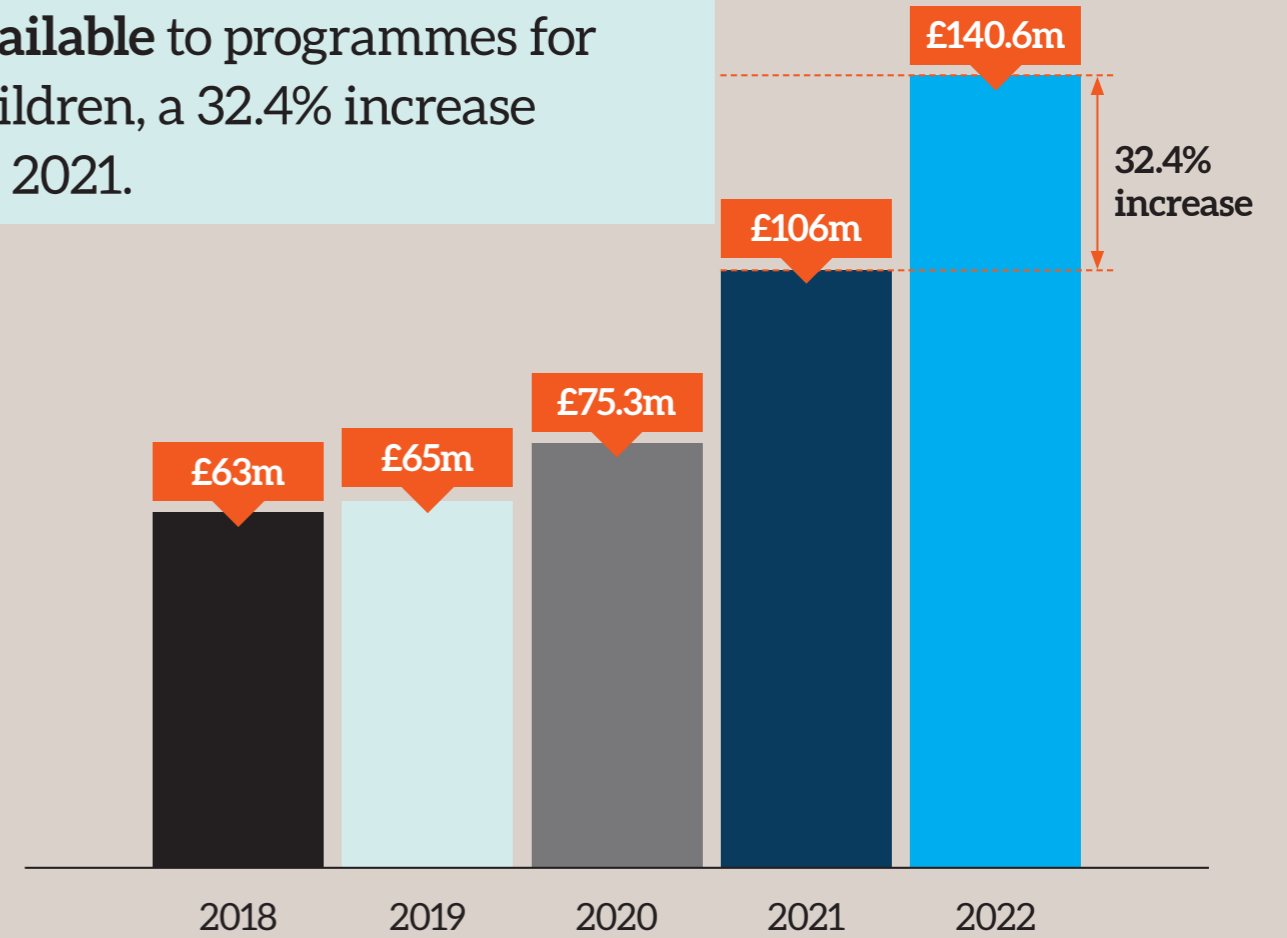


We improve our ways of working and our data and digital infrastructure, providing a strong foundation for sustainable growth.



32.4% increase

In 2022 we made **£140.6 million** available to programmes for children, a 32.4% increase on 2021.



FINANCIAL REVIEW



FINANCIAL REVIEW

Income

In describing our activities and achievements above, we have reported that UNICEF UK delivered a record total income of £179.5 million in 2022. This was 26.6% up compared to the £141.8 million raised in 2021. This is testament to the outstanding work of UNICEF UK in the year and the incredible support of the UK public and our new and existing partners. The key driver of this was the unprecedented support for our emergency campaigns, particularly our campaign for Ukraine, which raised over £55.7 million during the year.

We have continued to see a shift in donor preference to donate higher value one-off donations, rather than entering the traditional monthly giving programme. Overall, we have seen a 10.5% increase in our marketing income compared to 2021.

In line with our strategy, our overall income profile has continued to change over recent years, with a growing proportion of income generated by our Partnerships and Philanthropy Teams (including Corporate Partnerships, Major Donors, Foundations and Trusts and Government Grants). In 2022, 53% of our total income was raised through these income streams (44% in 2021).

Costs of raising funds

Charities must spend money to raise money. Over the past five years, excluding fundraising development funds provided by UNICEF, UNICEF UK has spent an average of 24 pence to raise the next pound. This covers the costs of raising funds through campaigns that reach existing donors and recruit new donors. By comparison, due to exceptional performance in our emergency campaigns during 2022 specifically, UNICEF UK spent an average of only 18 pence to raise the next pound. By aiming to maximise the return on our fundraising investment, we ensure each pound raised goes further to support children around the world.

We also need to invest to ensure UNICEF UK is an organisation built for the future, able to evolve and respond to changes, for example in technology and regulation. Spending money today to secure the future ensures we can continue to maximise the impact we have for children around the world.

It is our ambition to continue to reduce the cost of fundraising but without sacrificing innovation and transforming to be more digital and data led.

Charitable expenditure

Of the total income raised in 2022, £140.6 million was available for programmes to benefit children. This was up £34.4 million (32.4%) compared to 2021. Of this, £107.6 million was for specific overseas programmes or countries chosen by our donors, £25.9 million for UNICEF core programmes funded through unrestricted donations, and £7.1 million for UNICEF UK's advocacy and programmes in the UK, such as our Baby Friendly Initiative and Rights Respecting Schools Award.

Funds available for children

Excluding fundraising development costs provided by UNICEF, on average, over the past five years, 75 pence in every pound of UNICEF UK's gross income was available for programmes, after costs of fundraising, sales, and administration. By comparison, and because of the exceptional performance, 81 pence of UNICEF UK's in-year gross income was available for programmes in 2022.



Record income of **£179.5 million**
in 2022: **26.6% increase** from 2021.



Governance costs = 0.7% of total income in 2022

Governance costs

On average over the past five years, governance costs have amounted to exactly 1% of total income and was 0.7% in 2022.

Under the Statement of Recommended Practice applicable to charities (Charities SORP (FRS102), management and administration costs are allocated between the charity's functional activities as support costs and governance costs. Governance costs provide the governance infrastructure for the charity to operate, generate the information for public accountability and include the costs of strategic planning for the future development of the charity.

UNICEF UK Enterprises Limited

The charity's wholly owned trading subsidiary carries out commercial trading activities for the charity. During the year, income of £138,000 (2021: £180,000) was raised from event registration fees, corporate cause-related marketing arrangements, commissions and royalties. After allowing for associated expenditure and management charges, £108,000 (2021: £122,000) was covenanted under Gift Aid to UNICEF UK.

The activities of UNICEF UK Enterprises Ltd vary from year to year because a large element of its income is derived from types of corporate partnerships that involve an element of licensing. The reduction in income and net donation to its parent charity is consistent with the expectations of the company and is not considered to be cause for concern.

Reserves

Total funds at the year-end amounted to £8.8 million, (£5.6 million unrestricted, £2.5 million designated for specific purposes and £0.7 million restricted) UNICEF UK's policy on reserves is to:

Maintain a general fund at a level that ensures UNICEF UK can meet its financial commitments and obligations as they fall due, fund unexpected expenditure when unplanned events occur, and safeguard the charity from uncertainty over future income. In determining the value of reserves to be held, income has been categorised and assessed based on its proportion of total income, the expected growth or decline in each income stream, the number of donors in each income stream as a measure of the degree of reliance, and the level of certainty of each income stream. Expenditure is categorised and assessed based on its proportion of total expenditure, its operational significance, the number of people affected if the expenditure was cut and the source of funding for that expenditure. The appropriate level of reserves is set at an amount sufficient to cover unfunded expenditure from unrestricted funds for a period of four months in the event of a significant fall in income. General funds at the balance sheet date amounted to £5.6 million, covering the net book value of our fixed assets and 4 months of unfunded expenditure from our unrestricted funds for a period of 4 months in the event of a 40% fall in income, which is consistent with the reserves policy. In preparation for forthcoming investment in information and technology capabilities to drive further increased outcomes for children, a designated reserve of £2.5 million has been created in 2022, for spend in 2023.

Ethical investment policy

Other than holding money on deposit at the bank for short, fixed periods, UNICEF UK does not have any other investments such as stocks and shares and does not invest in properties. We sell any shares or similar investments donated to UNICEF UK as soon as possible to limit our exposure to changes in their value and so that those funds are available for our work for children. Except for amounts held in our reserves as described above, UNICEF UK transfers all available funds to UNICEF. Consequently, UNICEF UK's investment policy means that no investments are kept that could be considered unethical.

For the group personal pension schemes that UNICEF UK has negotiated for our employees, we ensure that employees have the option to choose to invest their pension funds entirely in ethical investments.

Changes in assets

The cash at bank held by the group at the year-end amounted to £27.1 million, compared to £23.8 million at the end of 2021. A large percentage of income is received in the last month of the accounting period and fluctuations in the bank balance year on year arise depending on the days the December bank holidays fall, which affects the timing of payments for overseas programmes and UK suppliers around the year end.

Going concern

The financial statements have been prepared on a going concern basis which the Trustees consider to be appropriate. The Trustees have considered the following when arriving at this conclusion:

- Level of reserves
- Cash position
- 4-year strategy and financial plans
- Systems of financial and risk management, including the financial reforecast process

The Trustees are confident that UNICEF UK will have adequate resources to continue to meet its liabilities for the foreseeable future, and therefore have prepared the financial statements on a going concern basis.



RISK MANAGEMENT

Risk oversight and management

UNICEF UK has a strong record of achievement in unlocking resources for UNICEF's programmes and achieving real progress in advancing the rights of all children, especially the most vulnerable. Given the significant threats and challenges faced by children all over the world, continual review of risk awareness and management together with robust safeguarding procedures are crucial elements of our approach to good governance and the effective delivery of our aims for children. This is of more particular relevance given the fast-moving and sometimes dangerous settings in which UNICEF itself operates, coupled with evolving regulation, legislation, and complexity within the UK charity sector context.

The Board of Trustees is responsible for overseeing the management and control of risks for UNICEF UK. This includes leading and setting the mandate and culture for risk

management. The Board has a standing item on risk at each of its meetings, and reviews UNICEF UK's risk appetite statement every year. The Board is supported in these duties by the Audit and Risk Committee, who scrutinise and advise on risk and control policies and procedures.

Day-to-day risk management is led by the Executive, who are supported by the Risk Management Group that comprises key senior staff from across UNICEF UK. The Group meets quarterly to oversee the identification and assessment of the major risks to the charity, and their mitigation. The Group reports quarterly to the Audit and Risk Committee (ARC) and is open for the Treasurer and ARC chair to attend. Additionally, risk management is an integral part of planning processes at a strategic, departmental and project level.

Risk mitigation in 2022

The principal risks and uncertainties impacting UNICEF UK in 2022 were as follows:

- 1. The significant increase in inflation, energy and food prices in the UK and globally creates greater uncertainty of income, increased pressure on administration and programme delivery costs resulting in less support for the children that we support.** The organisation has established a separate risk register for this risk that identifies the range of mitigations to put in place and monitor while the world manages its way through this turbulent period. This includes greater scrutiny of income sources and the adaptation of campaigns to take account of lower disposable income from consumers. It also includes outreach to UK Government representatives on the effects of this crisis in the UK and in areas such as East Africa to encourage better economic outcomes.
- 2. We are committed to taking all reasonable measures to ensure the safety and welfare of all children, colleagues and anyone that comes into contact with our work. The risk of harm being caused to a child, colleague or other people associated with our work continues to be of paramount consideration.** During 2022 we initiated a systemic safeguarding audit to review UNICEF UK's safeguarding practices, we improved our safeguarding risk assessment process and case management system and introduced a new child safeguarding policy and adult safeguarding policy. Throughout the year, UNICEF UK upheld our legal safeguarding obligations and appropriately managed any safeguarding related risks in line with our safeguarding policies.
- 3. The UK Government commitment to funding existing and new overseas aid programmes is reduced through the temporary reduction in the commitment to spending 0.7% GNI on overseas aid.** In 2022, we worked closely with UNICEF, The Gates Foundation and other bodies to share reports on the benefits of UK aid and campaigned through our database of advocates on various matters.
- 4. The management and optimisation of data in an evolving regulatory environment has been a key risk area in recent years and significant resources have been devoted to mitigating these risks, which we will continue to monitor closely going forward.** A new data strategy and data governance group has been established in 2022 and is working its way through a series of actions to continue to strengthen UNICEF UK data management practices.



STRUCTURE, GOVERNANCE, MANAGEMENT

STRUCTURE AND ADMINISTRATIVE DETAILS

UNICEF and UNICEF UK

UNICEF (the United Nations Children's Fund) is an international inter-governmental organisation established in 1946 by the General Assembly of the United Nations as a subsidiary organ of the United Nations. Today, UNICEF works in more than 190 countries and territories and in the world's toughest places to reach the children and young people in greatest need.

UNICEF's work is funded entirely through the voluntary support of millions of people around the world and our partners in government, civil society and the private sector. A significant proportion of UNICEF's fundraising and impact is supported by its 33 National Committees – one of which is the United Kingdom Committee for UNICEF (UNICEF UK). A Co-operation Agreement sets out how UNICEF and its National Committees work together.

UNICEF UK is a charitable company limited by guarantee, incorporated under the name The United Kingdom Committee for UNICEF and a charity registered in England, Wales and Scotland. In line with UNICEF UK's Articles of Association (available on the website), the business of the charity is governed by a Board of Trustees, which is elected by UNICEF UK's members. The Trustees, who are all volunteers, are also Directors for the purposes of company law. The Board is responsible for overseeing the management of all the affairs of UNICEF UK. It delegates day-to-day management to the Chief Executive and the Executive Team.

Registered Office (charity and subsidiary) 1 Westfield Avenue, London E20 1HZ

Registered Charity details

United Kingdom Committee for UNICEF (UNICEF UK),
Registered Charity no. 1072612 (England & Wales), SC043677 (Scotland)
Company Number 03663181

Trading subsidiary

UNICEF UK Enterprises Limited, Company no. 02736690



Trustees

The Trustees who served during 2022 and up to date of this report were as follows:

Trustees	Committees*
Shatish Dasani (Chair)	F, N, R (Chair)
Sarah Davis (Vice Chair)	F, R
Alex Connock (Vice Chair)	N (Chair), R
Sean Carney (Treasurer)	F (Chair), ARC, R
Cosette Reczek (resigned 22 June 2022)	F, ARC (Chair)
Usama Al-Qassab	N
Richard Hawkes	ARC
Maggie Atkinson	ARC
Matt Ferguson	F
Aneil Jhumat (appointed 21 July 2022)	F, ARC (Chair)
Zamila Bunglawala (appointed 1 October 2022)	N

* F = Finance Committee, ARC = Audit and Risk Committee,
N = Nominations and Engagement Committee, R = Remuneration Committee

Executive team

Jon Sparkes	Chief Executive
David Bletso	Interim Chief Financial Officer (to 31 January 2022)
Steven Waugh	Chief Financial Officer
Anna Kettley (on Early Moments Leave from 30 November 2022)	Deputy Executive Director, Advocacy, Programmes and Safeguarding
Jo Rea (appointed 1 December 2022)	Interim Deputy Executive Director, Advocacy, Programmes and Safeguarding
Mohini Raichura-Brown (appointed 1 July 2022)	Deputy Executive Director, Partnerships and Philanthropy
Mike Flynn	Deputy Executive Director, Public Engagement

Professional advisers

UNICEF UK's principal professional advisers include:

- Independent auditor: Crowe U.K. LLP, 2nd Floor, 55 Ludgate Hill, London, EC4M 7JW
- Internal auditor: MHA MacIntyre Hudson, 2 London Wall Place, Barbican, London, EC2Y 5AU
- Principal bankers: HSBC Bank plc, 133 Regent Street, London W1A 4HX
- Principal legal advisers: DLA Piper International LLP, 160 Aldersgate Street, London EC1A 4HT;
Russell-Cooke LLP, 2 Putney Hill, London SW15 6AB;
Bates Wells, 10 Queen Street, London EC4R 1BE;
Dentons UK and Middle East LLP, 1 Fleet Place, London EC4M 7WS

Company secretary

Steven Waugh



GOVERNANCE

Statement of compliance with s172(1) Companies Act 2006

The Board of Trustees have acted in the way they consider, in good faith, would be most likely to promote the success of the charitable company for the benefit of the organisation as a whole. In doing so, the Trustees have had regard to the matters set out in section 172(1)(a-f) of the Companies Act 2006, as detailed below; page references have been provided for information to support the Trustees' compliance to their duties in these areas.

- | | |
|--|--|
| a) The likely consequences of any decision in the long term:
Pages 90–101 (Strategy, Finance and Risk Management) | d) The impact of the company's operations on the community and the environment: Pages 118–23 (Our People and the Community) |
| b) The interests of the company's employees: Pages 118–23 (Our People and the Community) | e) The desirability of the company maintaining a reputation for high standards of business conduct: Pages 106–11 (Governance) |
| c) The need to foster the company's business relationships with suppliers, customers and others:
Pages 112–15 (Management) | f) The need to act fairly as between members of the company:
Pages 106–11 (Governance) |

Public benefit

The Trustees confirm that they have complied with the duty in Section 4 of the Charities Act 2011 to have due regard to the Charity Commission's general guidance on public benefit, 'Charities and Public Benefit'. That guidance addresses the need for all charities' aims to be, demonstrably, for the public benefit.

Trustees' responsibilities

The Trustees are responsible for preparing the Trustees' Annual Report, including the Strategic Report, and the Financial Statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year that give a true and fair view of the state of affairs of the charitable company and the group and of the incoming resources and application of resources, including the income and expenditure, of the charitable group for that period.

In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently
- observe the methods and principles in the Charities SORP
- make judgements and estimates that are reasonable and prudent
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that

the financial statements comply with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended). They are also responsible for safeguarding the assets of the charitable company and the group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware:

- there is no relevant audit information of which the charitable company's auditors are unaware; and;
- the Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information;

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of the financial statements may differ from legislation in other jurisdictions.

The Trustees are members of the charity. Members of the charity guarantee to contribute an amount not exceeding £1 to the assets of the charity in the event of winding up. The total number of such guarantees from Trustees and other members at 31 December 2022 was 37 (2021 – 42). The Trustees have no beneficial interest in the charity or the group.



The Board of Trustees and its Committees

The Board is responsible for ensuring that UNICEF UK has a clear vision, mission and strategic direction, and is focused on achieving these. This involves monitoring and acting to ensure that performance and impact is achieved, as well as being the guardians of our fundamental values and ethos. It is responsible for ensuring that all UNICEF UK's charitable objectives and activities are within UK law.

The Board acts on the advice and information from its regular meetings with the Chief Executive and Executive Team. In 2022, the Board held five formal meetings with the Executives to review performance against the agreed strategic plans of the charity, to assess the charity's financial health, and to consider policies and procedures in areas such as risk management and legal and regulatory compliance. The Board and the Executives held an additional away day to develop the new four year strategy for 2023–26.

The Board has delegated specific responsibilities to four committees whose membership is appointed by the Board.

- **The Finance Committee** is led by the Treasurer and oversees all activities relevant to income generation and financial management whilst providing assurance to the Board of planning rigour and financial propriety. It oversees assets and significant investments, reviews financial policy and procedure, and assesses major proposals.

- **The Audit and Risk Committee** reviews the audited financial statements of the charity and recommends them to the Board. It also reviews the charity's annual statement on internal control and risk management and recommends it to the Board. It reviews reports from the internal and external auditors, monitoring management actions to implement their recommendations. The Committee determines the process of tendering for both external and internal audit services and considers their appointment, fees and independence and objectivity. The work of the Committee is supported by an Independent Member, Saf Rahbour.
- **The Nominations Committee** oversees the appointment and engagement of all high-level volunteers for UNICEF UK, such as the President, Vice-Presidents, Advisers and celebrity supporters. It also reviews the structure, size and composition of the Board and makes recommendations to the Board regarding succession and recruitment.

- **The Remuneration Committee** assists the Board in determining pay awards to staff and Executive remuneration.

Remuneration statement

Remuneration arrangements for all colleagues at UNICEF UK are aligned to the principles of Our Shared Commitment (our values). Pay and benefits are reviewed annually to support the recruitment and retention of talent and promote equality, diversity and inclusion, while balancing the responsibility to deliver the best possible results for children.

We benchmark salaries against similar roles in comparable organisations in the voluntary sector to support fairness. Pay and benefits for the Chief Executive and Deputy Executive Directors are determined by the Remuneration Committee. When deciding pay and benefits for the Executive team, the Remuneration Committee considers salary survey data, increases provided across UNICEF UK, and affordability.

Individual Executive team member salaries and employee costs are set out in note 13 of the accounts. In April 2022, a 3% across-the-board increase was provided to eligible colleagues in April 2022 and 102 colleagues received an additional pay increase to align with the external benchmarks. A further increase was provided to eligible colleagues in July 2022 in response to the cost-of-living crisis.

Maintaining a reputation for high standards of business conduct

In addition to a strong set of newly articulated values and behaviours, Our Shared Commitment, which we use to recruit and manage performance, we have a comprehensive suite of policies. This includes a Code of Conduct that includes how we protect children's rights, respect the rights of others, promote and protect UNICEF UK, stay safe and ensure that others are safe and speak up to raise concerns. In 2022, we introduced a new Adult Safeguarding Policy to demonstrate our commitment to safeguarding all adults we may interact with during our course of work and to create a safe culture by upholding the best safeguarding practice. Mandatory training courses on safeguarding and data protection are also provided.



Trustees' succession and development

Following a robust external search process, the Board co-opted Aneil Jhumat as the new Chair of the Audit and Risk Committee on 21 July 2022, as former Chair of the Committee Cosette Reczek stepped down after six years of service on the Board of Trustees. The Board would like to thank Cosette for her many years of dedicated service to the charity. On 1 October 2022, the Board co-opted Zamila Bunglawala as a Trustee, expanding the membership of the Board from 9 to 10. The new Trustees will be elected by UNICEF UK members at the Annual General Meeting in June 2023.

All new Trustees undergo an induction programme that includes meetings with the Chair, Trustees and the Executive Team members, a briefing on their role and responsibilities, and a comprehensive set of documents that includes detailed information about UNICEF and UNICEF UK as well as general guidance from the Charity Commission. UNICEF UK allocates an annual budget for training and support to Trustees, and they receive regular briefings on their legal responsibilities and duties. Professional advice is sought by the Board if it is necessary to do so to exercise good governance. The professional advice may be to give an independent perspective on a specific matter, or if the required skills or experience are of a specialist nature.

Charity Governance Code

The Board of Trustees aspires to best practice in governance, particularly as set out in the Charity Governance Code. In 2022, the Board commissioned the Centre for Charity Effectiveness at Bayes Business School to carry out an external Board Effectiveness Review, with findings and recommendations structured around the seven principles of the Charity Governance Code. The review concluded that overall the Board was operating effectively and made recommendations in some specific areas to enhance its performance. Based on this, the Board has agreed an action plan that is being implemented in 2023 with the support of the Executive Team and the Executive Director's Office.

External audit

A resolution that Crowe U.K. LLP will continue as the group and charity auditors for the next financial year will be proposed at the forthcoming annual general meeting.

Related parties and connected organizations

UNICEF UK raises funds for UNICEF's international programmes, and as such, UNICEF is a related party.

UNICEF UK has a wholly owned trading subsidiary, UNICEF UK Enterprises Limited, which carries out commercial activities for the charity. The results of UNICEF UK Enterprises Limited are added to those of UNICEF UK to produce the consolidated financial statements.

UNICEF UK owns 50% of the share capital of Soccer Aid Productions Limited, a company whose business is the development, production and marketing of the Soccer Aid for UNICEF campaigns. UNICEF UK's shares attracts 100% of the income and expenditure of this joint venture company that is incorporated into the group accounts of UNICEF UK (refer to Accounting policies on pages 134–37).



MANAGEMENT

The Executive Team has delegated responsibility from the Board of Trustees for the day-to-day operational management of UNICEF UK. It comprises the Chief Executive supported by a Chief Financial Officer and Deputy Executive Directors with responsibilities across fundraising, advocacy, communications and programme work.

Managing our fundraising

Throughout 2022, UNICEF UK continued with its diversified fundraising approach to secure the greatest amount of income possible for children worldwide.

For a third consecutive year, UNICEF UK raised a record amount of income. This year, it amounted to £179.5 million – with £55.7 million of this record sum raised for the Ukraine emergency campaign.

In 2022, our main sources of income were as follows:

- Public Engagement fundraising activities included digital fundraising on paid social media and online, television appeals, direct marketing and public fundraising activities.
- Corporate and foundation partner income grew significantly with new long-term programmes from new and existing partners, as well as new emergency partnerships. This included sums donated by the partners, their employees and clientele.
- Individual philanthropists and their families supported a large variety of restricted and unrestricted programmes, as well as emergency campaigns.
- The annual Soccer Aid for UNICEF event held at the London Stadium was another record-breaking televised event that raised £15.6 million.

Fundraising compliance

UNICEF UK is committed to ensure the highest standards in all our fundraising and fundraising delivered on our behalf by third party fundraising agencies. We are registered with the Fundraising Regulator, adhere to the Code of Fundraising Practice and follow best practice guidance from the Charity Commission and other bodies such as the Chartered Institute of Fundraising, the Prepaid Phone Services Authority, Advertising Standards Association, the Data and Marketing Association and the Information Commissioner’s Office. We participate in advisory groups and compliance forums to ensure we are not only aware and in full compliance with current regulatory obligations, but also to help shape the changing regulatory landscape to better serve charities and their supporters. Fundraising Compliance provides support across the organisation by providing an advisory service, training and monitoring to reduce reputational and financial risk to the charity.

Safeguarding

We continued to deliver our Safeguarding Strategy throughout the year to maintain core safeguarding governance across UNICEF UK. Every interaction between us and children or adults at risk is being made safer through better recruitment processes, comprehensive training, upholding clear escalation processes and case management systems, and having a clear risk management framework.

In 2022 we launched a new Child Safeguarding Policy and an Adult Safeguarding Policy, setting out clear principles for all our activities. We continued to deliver safeguarding training to colleagues, facilitating 37 sessions across the year. We introduced a mandatory Adult Safeguarding Workshop and our revised Safeguarding Risk Assessment process aims to embed inclusive safeguarding practices across all our work. The internal systemic Safeguarding Audit we initiated in 2022 will inform our new Safeguarding Strategy until 2026.

KEY ACHIEVEMENTS IN 2022

- **Two new policies:** Child Safeguarding Policy and Adult Safeguarding Policy
- **37 training sessions** for staff on safeguarding
- Launched mandatory **Adult Safeguarding Workshop**



Youth voice and influence

We continued regular in-person and virtual work with children and young people across the UK in 2022, elevating their voices and supporting their active participation:

- Raising awareness of all children’s rights through our youth advocacy campaign OutRight (page 62) and our Youth Advisory Board (page 4)
- Facilitating exchanges with decision-makers and supporters, including the Minister for Children, and at our Summer Garden Party
- Co-creating World Children’s Day messages with children and young people

We continued to be influenced by children and young people’s views, for example:

- Four members of the Youth Advisory Board took over from our Executive team on World Children’s Day
- Two former members of the Youth Advisory Board facilitated workshops at our All Colleagues Away Day

We co-led UNICEF’s first Youth Advocates Mobilization Lab at the UN General Assembly in New York. We supported the safe and meaningful engagement of 34 young people from 25 countries. The initiative brought young people together to share skills, problem solve, build connections, and put youth voices on the agenda for UN General Assembly events.

Complaints and feedback

At UNICEF UK, feedback from our supporters is so important. We evaluate this as soon as it comes through, to spot areas of concern or share the positive stories that have met our supporters’ high expectations. We are proud that 4 out of 5 supporters rate our service as excellent.

In 2022, UNICEF UK received a total of 485 complaints, down 13% compared to 2021. Of these, 302 complaints related to our fundraising activities. The remainder concerned our charity aims, or people that represented our work for children.

We are committed to raising our performance, and each year we complete an annual complaints report to the Fundraising Regulator, positively demonstrating our commitment to fundraising best practice. The report is approved by our Executive team and Trustees using our complaint data.

We also recognise the wishes of supporters to stop any future contact from UNICEF UK. We have designed efficient ways for people to express that they do not want to hear from us. In 2022, alongside our privacy adherence, we received 59 requests from people to stop future contact via the Fundraising Preference Service.

We follow the Charity Commission’s Serious Incident Reporting Process to comply with our Charity governance requirements. Our Trustees maintain transparent accountability for our legal, compliance and fair operations at UNICEF UK.

It is our commitment to deliver the best possible experience to all, both in our Complaints and Privacy policies and our Supporter Promise. These outline our high standards and what you can expect in terms of your experience from UNICEF UK.

“Great to donate to UNICEF. The best charity ever!”

UNICEF UK supporter

KEY ACHIEVEMENTS IN 2022

- 4 out of 5 supporters rate our service as excellent
- Complaints down 13%
- Responded to over 71,000 direct enquiries



Treating our supporters fairly

At every opportunity, we strive to ensure that our fundraising activities enable people to freely donate and do not apply undue pressure. At times, our fundraising communications may display a persuasive proposition on how a donor's support can directly save the lives of children. We set clear guidance and provide training to both UNICEF UK and fundraising agency staff on the standards we expect them to uphold when approaching potential donors. UNICEF UK would not accept a donation if we believed that the donor had not freely made an informed decision about their gift.

At times, UNICEF UK will have a concern that a donor may not be able to afford a donation they have pledged or may not have been fully informed in the decision they have made. This could be alerted to us by a family member, a third party or maybe through our own quality controls. Our Vulnerable Circumstances Policy is regularly reviewed to incorporate updates and

guidance published by the Chartered Institute of Fundraising. Our policy outlines the process we follow when we are alerted to a person in potential vulnerable circumstance, the steps we take to clarify this, and the situations in which we may cancel or return a gift.

We work with fundraisers in a variety of settings, our training includes characteristics to look for. If these characteristics are noted, our fundraisers are trained to end the conversation without taking a donation. All telephone calls are recorded to help facilitate a peer review process of donor interactions.

Where there has been a suggestion that a donor is in a potential vulnerable circumstance, these are escalated to our Supporter Care team for assessment. This will normally include contacting the donor to check their understanding of any commitment they have made, and that this was a free and informed choice.

Supporter care

UNICEF UK seeks at every opportunity to improve our experience and service. We aim to learn from the feedback and stories our supporters share with us, developing our communications and fundraising activities that fund and influence our work for children.

Our supporters can contact us directly via social media, our website and through our phone lines. We operate a 24/7 contact service, to meet the needs of our supporters in the moment, using technology to improve the experience that you receive from us. In 2022 our recent advancements include our live chat auto assistant for frequently asked questions.

In 2022, we responded to over 71,000 direct enquiries from our supporters and members of the public. This ranged from how people can support our work in emergencies to looking for help in relation to child rights. We resolved 59% of these within 24 hours.

We are proud of exceeding supporter and public expectations, and the feedback we receive at UNICEF UK inspires us all in the work we do.

SUE'S STORY

Sue and her late husband Robin married in 1978. When Robin was diagnosed with a serious illness, the couple felt immensely grateful for the healthcare available in the UK. Their experience and new perspective fuelled a desire to support others to access health care, which led them to donate to UNICEF.

"Children across the world don't have the choice that we have. That's what really encouraged us to support them as much as we could ... we didn't have a lot of money, but what money we had, Robin wanted to leave for UNICEF." Sue

To continue supporting UNICEF work even after he was gone, Robin left a gift in his Will and, after he passed away in 1991, Sue pledged a legacy gift herself.



In July 2022, we held a Summer Garden Party to celebrate and thank our legacy supporters. It was a pleasure to meet in person after such a challenging time during the COVID-19 pandemic. In 2022, gifts in wills and gifts in memory totalled nearly £7 million. We are forever grateful for these acts of kindness in helping us to build a better world for every child.



OUR PEOPLE AND THE COMMUNITY

Our Shared Commitment

Our goal is to have a highly effective, engaged, and diverse workforce that live our values, and are supported to reach their potential to deliver their best work for children. Our people are the cornerstone of UNICEF UK. They enable us to create a better world for every child, and meet our income, impact, and influence goals. To continue to attract and retain the best talent in a challenging job market, UNICEF UK needs to be an organisation that enables our workforce to thrive.

We launched a refreshed articulation of our values and behaviours in late 2021, and in 2022 we worked to put them at the heart of all our work. A review with colleagues six months after their launch was testament to their successful integration, with 95% of survey respondents reporting that they found the newly articulated values 'very easy / easy to relate to their role.' They described Our Shared Commitment as 'authentic', 'tangible', 'clear' and 'action-oriented'.

“ Having worked in the higher education, technology, and research sectors, what drew me to UNICEF was its value-based ethos. After six months at UNICEF UK, I can attest that the UNICEF Shared Commitment is not just on our website or the office walls but a way of life here.

Pragya Lal, Marketing Executive, UNICEF UK ”

Equity, diversity and inclusion

UNICEF UK is committed to creating a working environment and culture that supports and promotes equity, diversity and inclusion (EDI). Our goal is to ensure that this commitment is lived through our values and our working practices. Integral to our organisational strategy, in 2022 we continued to invest in our efforts toward achieving the goals outlined in our diversity and inclusion strategy. The main areas of focus include:

Our Organisation

In 2022 we prioritised inclusion across the organisation by incorporating it into our strategy, our culture and our values, and improved accountability mechanisms. A key achievement has been to establish ownership and responsibility at all levels through embedding inclusion within departmental action plans and individual performance outcomes.

Our People

We changed our recruitment process to make it more inclusive, such as diversifying where we advertise vacancies and introduced a new recruitment system that reduces bias. We developed new policies for menopause and inclusive leave and initiated work toward becoming a disability confident employer. Full and fair consideration is given to disabled job applicants in regard to their particular aptitudes and abilities. As with all employees, disabled employees including those who become disabled while employed, receive training and support.

We delivered a menu of learning and training opportunities with a focus on inclusive behaviours, anti-racism and inclusive leadership.

Our colleague networks are essential to the work we do, and the organisation recognises the positive impact of these networks, including advocacy, celebrating diversity, providing safe spaces for colleagues, raising awareness and learning. We have committed to provide further resources for the networks.

Our Supporters

We have placed diversity and inclusion commitments into our framework for working with partners. We have developed a new strategy for portraying our programme work in our communications, amplifying the voices of the children and families whose stories we share and working with local content producers to do so. This will be tested in 2023.

Anti-racism review

To develop a safer and open culture we commissioned the support of an external consultant to lead a review on embedding anti-racism into our organisation. Our anti-racism review provided a set of recommendations that are the basis for an anti-racism action plan to be implemented from 2023.



Hybrid working

Over 2022 we gradually saw a return to the office as the effects of the COVID-19 pandemic eased. We sought to work with colleagues to find the best balance between embracing the positive working practices, work/life balance and successful results that widespread homeworking had seen, while simultaneously taking advantage of the benefits of the increased face-to-face interaction now possible.

We continuously polled colleagues on their views and ran a six-month hybrid trial.

Consequently, we have changed our working patterns for 2023, requiring colleagues to work from the office at least one day a week on average. Given the increased homeworking, we have taken the decision to sub-let some of our Stratford office to raise further funds for children.

Impact of operations on the environment – carbon neutral

UNICEF UK’s Environmental Policy was developed in 2021, with support from a cross-organisational working group and utilising in-house expertise. It was approved in 2022.

Energy Use

Our London office has attained an Excellent Rating in New Construction under BREEAM, the world’s leading sustainability assessment. The landlord purchases energy from sustainable solutions and offsets the remaining energy consumed. Consequently, our energy usage of the building is almost carbon neutral.

In accordance with the Streamlined Energy and Carbon reporting (SECR) requirements, UNICEF UK’s energy usage and emissions for the year 2022 were as follows:

	2022	2021
UK energy use (kWh) – Heating, cooling and electricity	297,619	234,858
Associated greenhouse gas emissions (tonnes CO²)	76	60
Intensity ratio (tonnes of CO² per staff member)	0.22	0.17

Associated greenhouse gas emission has been calculated in accordance with UK Government GHG Conversion Factors for Company Reporting methodology.

Carbon footprint

In 2023, we engaged with an environmental consultancy to measure our carbon output for 2022. Our scope 1 and 2 emissions amounted to 351 tonnes with 43% relating to our colleagues working from home, 26% from domestic and international travel, and 20% from office waste.

The 351 tonnes of carbon emissions has been offset via support for a safe water project in Mozambique that greatly benefits children as they are freer from the burden of collecting water and firewood.

Impact of the charity’s operations on the community

Our extensive programmes in the UK (see pages 14–29) help to make sure that every child has the same chance to thrive. We work with the hospitals where children are born, the schools where they learn and grow, and the communities that shape their lives.

We are active in our community, not just within the jobs market, but also through engaging with schools and other partners.

Our Rights Respecting Schools work supports over 10,500 children in 19 schools in Newham, and we work with the Barts Health NHS Trust through our Baby Friendly Initiative. We are also working with the neighbouring borough of Redbridge and local partners to put the voices and rights of children at the heart of decisions through our Child Friendly Cities and Communities programme.



Employee engagement

We survey our colleagues on their engagement levels six times a year, and act on the findings. Our engagement scores saw a significant rise in 2022, reaching our highest overall score since we started using our survey platform in 2018. This has been fuelled by colleagues' increased engagement with our strategic direction and strong appreciation of management support, peer relationships and connection with our organisational values.

A Staff Association, consisting of staff volunteers, is a formal channel for consultation and dialogue to promote better understanding at all levels of the organisation, and to safeguard the rights, interest and welfare of all UNICEF UK colleagues.

In addition to attending regular team meetings, all colleagues are invited to regular briefings to keep them informed, achieve a common awareness of the factors affecting UNICEF UK's performance and give them an opportunity to ask questions.

In November 2022 we also hosted our first in-person All Colleague Away Day since the COVID-19 pandemic started, focusing on our new strategy and on providing opportunities for interaction between colleagues.

We believe that open, honest and timely communication between all colleagues is key to our success. To further improve the ways that we listen to colleagues and involve their input into organisational decisions, we commissioned an external report into Employee Voice in 2022. This provided valuable recommendations on ways to achieve this in ways that fully reflect our values. We will continue to progress these throughout 2023.

Volunteers

Our volunteers contribute in many important ways to UNICEF UK's success and achievements. Volunteers – including our Trustees, regional UNICEF groups, special advisers, Ambassadors and high-profile supporters – donated thousands of hours of their time during 2022.

The report of the Trustees including the Strategic Report was approved by the Trustees on 23 May 2023 and signed on their behalf by Shatish Dasani.

Shatish Dasani, Chair of the Board of Trustees



UNICEF UK colleagues catch up at our away day in November 2022.



INDEPENDENT AUDITORS' REPORT TO THE MEMBERS AND TRUSTEES OF UNICEF UK

Opinion

We have audited the financial statements of The United Kingdom Committee for UNICEF ('the charitable company') and its subsidiaries ('the group') for the year ended 31 December 2022 which comprise the Consolidated Statement of financial activities, the Consolidated and Charity Balance sheets, the Consolidated cash flow statement and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the group's and the charitable company's affairs as at 31 December 2022 and of the group's income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities and Trustee Investment (Scotland) Act 2005 and Regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (amended).

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the group in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the group's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The trustees are responsible for the other information contained within the annual report. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion based on the work undertaken in the course of our audit

- the information given in the Trustees' Report, which includes the Directors' Report and the Strategic Report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Strategic Report and the Directors' Report included within the Trustees' Report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In light of the knowledge and understanding of the group and charitable company and their environment obtained in the course of the audit, we have not identified material misstatements in the Strategic Report or the Directors' Report included within the Trustees' Report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 requires us to report to you if, in our opinion:

- adequate and proper accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with the Acts and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion.

Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Details of the extent to which the audit was considered capable of detecting irregularities, including fraud and non-compliance with laws and regulations are set out below.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Extent to which the audit was considered capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We identified and assessed the risks of material misstatement of the financial statements from irregularities, whether due to fraud or error, and discussed these between our audit team members including internal specialists. We then designed and performed audit procedures responsive to those risks, including obtaining audit evidence sufficient and appropriate to provide a basis for our opinion.

We obtained an understanding of the legal and regulatory frameworks within which the charitable company and group operates, focusing on those laws and regulations that have a direct effect on the determination of material amounts and disclosures in the financial statements. The laws and regulations we considered in this context were the Companies Act 2006, the Charities Act 2011 and The Charities and Trustee Investment (Scotland) Act 2005 together with the Charities SORP (FRS 102). We assessed the required compliance with these laws and regulations as part of our audit procedures on the related financial statement items.

In addition, we considered provisions of other laws and regulations that do not have a direct effect on the financial statements but compliance with which might be fundamental to the charitable company's and the group's ability to operate or to avoid a material penalty. We also considered the opportunities and incentives that may exist within the charitable

company and the group for fraud. The laws and regulations we considered in this context for the UK operations were the General Data Protection Regulation (GDPR), Anti-fraud, bribery and corruption legislation, and Taxation legislation.

Auditing standards limit the required audit procedures to identify non-compliance with these laws and regulations to enquiry of the Trustees and other management and inspection of regulatory and legal correspondence, if any.

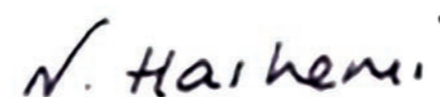
We identified the greatest risk of material impact on the financial statements from irregularities, including fraud, to be within the timing of recognition of grant, contract and voluntary income, and the override of controls by management. Our audit procedures to respond to these risks included enquiries of management, internal audit, and the Audit & Risk Committee about their own identification and assessment of the risks of irregularities, sample testing on the posting of journals, reviewing accounting estimates for biases, reviewing regulatory correspondence with the Charity Commission, detailed reviews of a sample of funding agreements for income and reading minutes of meetings of those charged with governance.

Owing to the inherent limitations of an audit, there is an unavoidable risk that we may not have detected some material misstatements in the financial statements, even though we have properly planned and

performed our audit in accordance with auditing standards. For example, the further removed non-compliance with laws and regulations (irregularities) is from the events and transactions reflected in the financial statements, the less likely the inherently limited procedures required by auditing standards would identify it. In addition, as with any audit, there remained a higher risk of non-detection of irregularities, as these may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal controls. We are not responsible for preventing non-compliance and cannot be expected to detect non-compliance with all laws and regulations.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006, and to the charitable company's trustees, as a body, in accordance with Regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body and the charitable company's trustees as a body, for our audit work, for this report, or for the opinions we have formed.



Naziar Hashemi
Senior Statutory Auditor

For and on behalf of Crowe U.K. LLP
Statutory Auditor London

25 May 2023



FINANCIAL STATEMENTS

The United Kingdom Committee for UNICEF

Consolidated statement of financial activities

(incorporating an income and expenditure account)

For the year ended 31 December 2022

	Notes	2022		2021	
		Unrestricted £'000	Restricted £'000	Total £'000	Total £'000
Income from:					
Donations and legacies	2	51,107	117,761	168,868	133,941
Charitable activities:					
UK Programmes	3	2,154	-	2,154	1,908
Other trading activities	4	91	-	91	190
Investments	5	198	-	198	4
Other income	6	1,428	6,764	8,192	5,781
Total income		54,978	124,525	179,503	141,824
Expenditure					
Expenditure on:					
Raising funds	7	19,485	8,872	28,357	27,462
Charitable activities:					
Core UNICEF programmes	8	25,893	-	25,893	29,720
Specific UNICEF programmes	8	-	107,610	107,610	69,728
UK programmes & advocacy	8	5,725	1,372	7,097	6,747
		31,618	108,982	140,600	106,195
Other expenditure	9	734	6,839	7,573	6,010
Total expenditure		51,837	124,693	176,530	139,667
Net income for the year		3,141	(168)	2,973	2,157
Transfers between funds		59	(59)	-	-
Net movement in funds		3,200	(227)	2,973	2,157
Total funds brought forward		4,812	973	5,785	3,628
Total funds carried forward		8,012	746	8,758	5,785

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in note 22 to the financial statements.

The United Kingdom Committee for UNICEF

Company number: 3663181

Balance sheets

As at 31 December 2022

	Notes	Group		Charity	
		2022 £'000	2021 £'000	2022 £'000	2021 £'000
Fixed assets					
Tangible assets	14	1,565	1,813	1,565	1,813
Investments	15	-	-	20	20
		1,565	1,813	1,585	1,833
Current assets					
Debtors	17	17,770	15,460	18,116	15,639
Cash at bank and in hand		27,113	23,853	26,747	23,653
		44,883	39,313	44,863	39,292
Current Liabilities					
Creditors: amounts falling due within one year	18	13,965	8,816	13,965	8,816
Amounts due to UNICEF		23,130	25,897	23,130	25,896
		37,095	34,713	37,095	34,712
Net current assets		7,788	4,600	7,768	4,580
Total assets less current liabilities		9,353	6,413	9,353	6,413
Creditors: amounts falling due after one year	19	595	628	595	628
Total net assets	21	8,758	5,785	8,758	5,785
Funds	22				
Unrestricted funds					
General funds		5,552	3,812	5,552	3,812
Designated funds		2,460	1,000	2,460	1,000
Restricted funds		746	973	746	973
Total funds		8,758	5,785	8,758	5,785

A separate statement of financial activities for the charitable company itself has not been presented because the charitable company has taken advantage of exemptions afforded by section 408 of The Companies Act 2006. The net income of the charitable company for the year was £2,973,000 (2021: net income £2,157,000).

The notes on pages 135 to 151 form part of these financial statements.

These financial statements were approved and authorised for issue by the Trustees on 23 May 2023 and were signed on their behalf by:



Shatish Dasani
Chair



Sean Carney
Treasurer

The United Kingdom Committee for UNICEF

Consolidated statement of cash flows

For the year ended 31 December 2022

	2022	2021
	£'000	£'000
Net income for the reporting period (as per the Statement of Financial Activities)	2,973	2,157
Adjustments for:		
Interest from investments	(198)	(4)
Depreciation charges	324	435
Foreign exchange rate (gains)/losses	(1,392)	121
(Increase)/decrease in debtors	(2,310)	(1,088)
Increase/(decrease) in creditors	2,349	5,059
Net cash provided by operating activities	1,746	6,680
Cash flows from investing activities		
Interest from investments	198	5
Purchase of fixed assets	(76)	-
Net cash provided used in investing activities	122	5
Effect of foreign exchange rate fluctuations on cash and cash equivalents	1,392	(121)
Increase in cash and cash equivalents	3,260	6,564
Cash and cash equivalents at the beginning of the year	23,853	17,289
Cash and cash equivalents at the end of the year	27,113	23,853

The United Kingdom Committee for UNICEF

Notes to the financial statements

For the year ended 31 December 2022

1 Accounting policies

a) Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

The financial statements of UNICEF UK's trading subsidiary company, UNICEF UK Enterprises Limited ("UEL"), are consolidated with the accounts of UNICEF UK on a line-by-line basis.

Transactions and balances between the charitable company and its subsidiary have been eliminated from the consolidated financial statements. Balances between the two entities are disclosed in the notes of the charitable company's balance sheet.

The results of the joint venture company Soccer Aid Productions Limited are consolidated based on the charitable company's share of the income, expenditure, assets and liabilities and included in UNICEF UK's consolidated accounts using the equity method of accounting.

The financial currency of the charity is pound sterling and figures in the accounts are presented to the nearest thousand.

b) Public benefit entity

The charitable company meets the definition of a public benefit entity under FRS 102.

c) Going concern

The trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern. Future forecasts and business plans have been considered in coming to this conclusion.

d) Significant estimation uncertainty and key judgments

The trustees have considered sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

The items in the accounts where these judgements and estimates have been made include:

- The treatment of deferred income balances relating to the timing of grant income;
- Provisions such as the dilapidations or bad debt involve assumptions and estimation techniques. These are based on the experience and knowledge of management and past evidence;
- The cost allocation methodology requires a judgement as to what are the most appropriate bases to use to apportion support costs.

e) Income

Income is recognised when the charitable company has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and that the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charitable company has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Legacies and bequest are recognised when the conditions of entitlement, probability and measurement are met. Entitlement is deemed to be the point of notification of a legacy or when probate has been granted.

Income received in advance of the provision of a specified service is deferred until the criteria for income recognition are met.

f) Donations of gifts, services and facilities (Gifts in kind)

Donated services and facilities are treated as gifts in kind and are included as income (with an equivalent amount in resources expended) at the estimated value to the Charity. Income is recognised if the benefit to the Charity is reasonably quantifiable, measurable, and material, the Charity is entitled to the donation in that control over the expected economic benefit has passed and it will more than likely flow to the Charity. Judgement has been applied in the consideration of what gifts in kind are included in the Charities accounts. Gifts in kind are accounted for where the actual expenditure incurred by a supporting organisation/partner can be measured reliably and the Charity has received the benefit. If elements of support cannot easily be quantified as they are not discrete activities but embedded within wider arrangements, full value of support is not included in the Charity's Statement of Financial Activities

g) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

h) Fund accounting

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.

Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes. Designated funds are unrestricted funds earmarked by the trustees for particular purposes.

i) Expenditure and irrecoverable VAT

Expenditure is recognised on an accruals basis once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Costs of raising funds relate to the costs incurred by the charitable company in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose;
- Expenditure on charitable activities includes the grants payable to UNICEF for international programmes and costs incurred directly by UNICEF UK in the furtherance of its charitable objectives through UK programmes and advocacy work, along with associated support cost. Grants payable to UNICEF and other third parties are considered to be a part of the cost of activities in furtherance of the objects of the charity. This is because such grants support programmes providing long-term sustainable benefits for children and emergency relief at times of crisis;
- Other expenditure represents those items not falling into any other heading.

j) Allocation of support and governance costs

Expenditure is allocated to the particular activity where the cost relates directly to that activity. However, the cost of overall direction and administration of each activity, comprising the salary and overhead costs of the central function, is apportioned on the following basis which are an estimate (based on space, usage or time spent) of the amount attributable to each activity.

- | | |
|------------------------------|-----------------|
| • Raising funds | 74% (2021: 71%) |
| • UK programmes and advocacy | 16% (2021: 19%) |
| • Governance costs | 10% (2021: 10%) |

k) Operating leases

Rental charges are charged on a straight line basis over the term of the lease.

l) Tangible fixed assets

Items of equipment are capitalised where the purchase price exceeds £1,000. Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use. Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

- | | |
|----------------------------|----------|
| • Short leasehold property | 10 years |
| • Fixtures and fittings | 5 years |
| • Computer equipment | 3 years |

m) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

n) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

o) Creditors and provisions

Creditors and provisions are recognised where the charitable company has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

Amounts due to UNICEF are recognised where the charitable company has a present obligation resulting from a past event that will probably result in the transfer of funds to UNICEF for international programmes and the amount due to settle the obligation can be measured reliably.

The charitable company only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

p) Pensions

Charitable company operated one defined contribution pension scheme during the year. The assets of the scheme is held separately from the charitable company in independently administered funds. The charge in the Statement of Financial Activities is the amount of contributions payable to the pension scheme in respect of the accounting period.

q) Foreign currency

Transactions in foreign currencies are translated at rates prevailing at the date of the transaction. Balances denominated in foreign currencies are translated at the rate of exchange prevailing at the balance sheet date.

r) Volunteers

UNICEF UK benefits greatly from the involvement and enthusiastic support of its volunteers. These include our President, Vice-Presidents, Members, Ambassadors, regional fundraising groups and office-based volunteers. In accordance with FRS 102 and the Charities SORP (FRS 102), the economic contribution of general volunteers is not included in the accounts.

s) Investments

Investments in subsidiaries and joint ventures companies are stated at cost on the basis that no reliable estimate of market value is available.

UNICEF UK Enterprises Limited - subsidiary

UNICEF UK owns 100% of the issued ordinary share capital of UNICEF UK Enterprises Limited, a company registered in England (company number 02736690). This subsidiary is used for non-primary purpose trading activities. All activities have been consolidated on a line by line basis in the statement of financial activities. Available profits are given under Gift Aid to UNICEF UK, and there is a deed of covenant in place.

Soccer Aid Productions Limited - joint venture

The business of Soccer Aid Productions Ltd is the development, production and marketing of a series of events and activities culminating in an annual televised fundraising event called Soccer Aid for UNICEF. This event is intended to raise money for distribution under Gift Aid to UNICEF UK for use in accordance with its charitable objectives for the benefit of children worldwide. Soccer Aid Productions Ltd is incorporated in England (company number 10928864) with an issued share capital of 2 ordinary shares of £1 each. UNICEF UK owns 50% of the share capital in this joint venture.

t) Company information

The United Kingdom Committee for UNICEF is a company limited by guarantee registered in England and Wales, and a charity registered with the Charity Commission. Its registered address is 1 Westfield Avenue, Stratford, London E20 1HZ.

2 Income from donations and legacies

			2022			2021
	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
	£'000	£'000	£'000	£'000	£'000	£'000
Gifts (by source):						
Direct marketing	35,727	25,174	60,901	39,447	15,691	55,138
Corporate partnerships	1,555	42,351	43,906	2,030	22,244	24,274
Major supporters, charitable trusts and foundations	1,792	38,705	40,497	1,401	34,275	35,676
Fundraising initiatives and regional fundraising	607	2,554	3,161	523	1,882	2,405
Special events	4,603	1,632	6,235	6,265	167	6,432
Other	101	30	131	26	105	131
Legacies	6,722	9	6,731	6,513	307	6,820
Government grants:						
Coronavirus Job Retention Scheme	-	-	-	60	-	60
Foreign, Commonwealth & Development Office (FCDO)	-	2,970	2,970	-	2,413	2,413
Jersey Overseas Aid (JOA)	-	563	563	-	200	200
Guernsey Overseas Aid & Development Commission	-	10	10	-	155	155
Isle of Man International Development Committee	-	733	733	-	-	-
The Scottish Government	-	2,685	2,685	-	-	-
Donated services	-	345	345	-	237	237
Total income from donations and legacies	51,107	117,761	168,868	56,265	77,676	133,941

2021 income has been restated in order to align the comparatives for direct marketing, corporate partnerships and other split in 2022. There has been no change in the overall level of income to 2021 previously reported.

3 Income from charitable activities

			2022			2021
	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
	£'000	£'000	£'000	£'000	£'000	£'000
UK Programmes:						
Fees for Baby Friendly Initiative materials and services	1,394	-	1,394	1,145	-	1,145
Fees for Rights Respecting Schools materials and services	509	-	509	666	-	666
Safeguarding consultancy fees	-	-	-	-	-	-
Child Rights Partners fee	251	-	251	97	-	97
Total income from charitable activities	2,154	-	2,154	1,908	-	1,908

4 Income from other trading activities

			2022		2021	
	Unrestricted £'000	Restricted £'000	Total £'000	Unrestricted £'000	Restricted £'000	Total £'000
UNICEF cards and gifts						
Sales of cards and gifts	91	-	91	142	48	190
Total income from other trading activities	91	-	91	142	48	190

2021 income has been restated in order to align the classification for 2022 income. There has been no change in the overall level of income to 2021 previously reported.

5 Income from investments

			2022		2021	
	Unrestricted £'000	Restricted £'000	Total £'000	Unrestricted £'000	Restricted £'000	Total £'000
Interest on bank deposits	198	-	198	4	-	4
Total income from investments	198	-	198	4	-	4

6 Other income

			2022		2021	
	Unrestricted £'000	Restricted £'000	Total £'000	Unrestricted £'000	Restricted £'000	Total £'000
Foreign exchange gains	1,041	-	1,041	-	-	-
UNICEF fundraising development	-	6,764	6,764	-	5,339	5,339
Rental income	387	-	387	442	-	442
Total other income	1,428	6,764	8,192	442	5,339	5,781

7 Expenditure on raising funds

2022 Expenditure	Staff costs	Direct costs	Support costs	Governance costs	2022 Total
	£'000	£'000	£'000	£'000	£'000
Direct marketing	2,420	8,663	3,137	496	14,716
Corporate partnerships	1,958	727	2,218	171	5,074
Major supporters, charitable trusts and foundations	1,428	215	2,195	134	3,972
Fundraising initiatives and regional fundraising	-	132	-	5	137
Special events	1,147	1,219	873	113	3,352
Legacies	249	316	437	35	1,037
UNICEF cards and gifts	-	68	-	1	69
Total expenditure on raising funds	7,202	11,340	8,860	955	28,357

2021 Expenditure	Staff costs	Direct costs	Support costs	Governance costs	2021 Total
	£'000	£'000	£'000	£'000	£'000
Direct marketing	2,141	9,113	3,178	517	14,949
Corporate partnerships	1,750	457	1,958	149	4,314
Major supporters, charitable trusts and foundations	1,568	132	1,776	125	3,601
Fundraising initiatives and regional fundraising	-	72	-	3	75
Special events	1,043	1,054	977	110	3,184
Legacies	405	307	478	43	1,233
UNICEF cards and gifts	-	103	-	3	106
Total expenditure on raising funds	6,907	11,238	8,367	950	27,462

2021 expenditure has been restated in order to align comparatives for Direct Marketing expenditure in 2022. There has been no change in the overall level of expenditure to 2021 previously reported.

8 Expenditure on charitable activities

2022 Expenditure	Staff costs	Direct costs	Support costs	Governance costs	2022 Total
	£'000	£'000	£'000	£'000	£'000
Core UNICEF programmes:	-	25,893	-	-	25,893
Specific UNICEF programmes:					
Humanitarian emergencies	-	69,861	-	-	69,861
Health	-	7,602	-	-	7,602
HIV & AIDS	-	755	-	-	755
Water, sanitation and hygiene	-	3,684	-	-	3,684
Nutrition	-	21,736	-	-	21,736
Education	-	2,218	-	-	2,218
Child protection	-	3	-	-	3
Social inclusion	-	-	-	-	-
Safe and clean environment	-	1,520	-	-	1,520
Gender equality	-	231	-	-	231
	-	107,610	-	-	107,610
UK programmes & advocacy:					
Development education and youth work	1,477	279	630	83	2,469
Baby Friendly Initiative	719	261	328	46	1,354
Campaign and parliamentary work	1,186	395	596	76	2,253
UNICEF programme engagement	614	17	357	33	1,021
	3,996	952	1,911	238	7,097
Total expenditure on charitable activities	3,996	134,455	1,911	238	140,600

Expenditure included in Core and Specific UNICEF programmes represents grants paid to UNICEF for international programmes.

2021 Expenditure	Staff costs	Direct costs	Support costs	Governance costs	2021 Total
	£'000	£'000	£'000	£'000	£'000
Core UNICEF programmes:	-	29,720	-	-	29,720
Specific UNICEF programmes:					
Humanitarian emergencies	-	32,525	-	-	32,525
Health	-	5,347	-	-	5,347
HIV & AIDS	-	1,407	-	-	1,407
Water, sanitation and hygiene	-	2,651	-	-	2,651
Nutrition	-	21,057	-	-	21,057
Education	-	3,240	-	-	3,240
Child protection	-	318	-	-	318
Social inclusion	-	612	-	-	612
Safe and clean environment	-	1,351	-	-	1,351
Gender equality	-	1,220	-	-	1,220
	-	69,728	-	-	69,728
UK programmes & advocacy:					
Development education and youth work	1,222	168	770	77	2,237
Baby Friendly Initiative	613	245	486	48	1,392
Campaign and parliamentary work	1,091	336	713	77	2,217
UNICEF Programme Engagement	533	14	324	30	901
	3,459	763	2,293	232	6,747
Total expenditure on charitable activities	3,459	100,211	2,293	232	106,195

2021 expenditure has been restated in order to align comparatives for Specific UNICEF Programmes split of expenditure in 2022. There has been no change in the overall level of expenditure to specific Unicef Programmes in 2021 previously reported.

9 Other expenditure

2022 Expenditure	Staff costs	Direct costs	Support costs	Governance costs	2022 Total
	£'000	£'000	£'000	£'000	£'000
UNICEF fundraising development	285	6,554	-	-	6,839
Share of loss in joint venture	-	734	-	-	734
Total other expenditure	285	7,288	-	-	7,573
2021 Expenditure	Staff costs	Direct costs	Support costs	Governance costs	2021 Total
	£'000	£'000	£'000	£'000	£'000
UNICEF fundraising development	198	5,275	-	-	5,473
Share of loss in joint venture	-	537	-	-	537
Total other expenditure	198	5,812	-	-	6,010

The joint venture has a non co-terminus year end with Unicef UK. The loss in the joint venture as at 31 December 2022 arises due to the timing of expenditure, with related income receipts occurring after this date, in 2023.

10 Analysis of support and governance costs

2022 Expenditure	Basis of allocation	Core team costs	Governance costs	2022 Total
		£'000	£'000	£'000
Income and expenditure		2,208	245	2,453
Finance				
Information technology	Headcount	2,969	330	3,299
People and development	Headcount	1,414	157	1,571
Facilities management	Headcount	1,975	219	2,194
Supporter care	Staff time	499	55	554
Directorate	Staff time	1,705	189	1,894
Total support and governance costs		10,770	1,195	11,965
2021 Expenditure	Basis of allocation	Core team costs	Governance costs	2021 Total
		£'000	£'000	£'000
Income and expenditure		1,807	201	2,008
Finance				
Information technology	Headcount	2,938	326	3,264
People and development	Headcount	1,370	152	1,522
Facilities management	Headcount	1,945	216	2,161
Supporter care	Staff time	644	72	716
Directorate	Staff time	1,955	217	2,172
Total support and governance costs		10,659	1,184	11,843

11 Net income for the year

This is stated after charging:

	2022	2021
	£'000	£'000
Depreciation	324	435
Operating lease rentals:		
Property	1,387	1,410
Auditors' remuneration:		
Audit	43	38
Other services	4	-
Foreign exchange losses/(gains)	(1,041)	139

12 UNICEF fundraising development programme

Expenditure on trading activities and fundraising is undertaken with the following financial support provided by UNICEF Headquarters for fundraising research & development activities.

	2022 £'000	2021 £'000
Fundraising development programme		
Legacy development	734	692
Major donor development	190	251
Other donor recruitment	5,800	4,308
Mid-level donor recruitment	17	
Business development	22	
Other funding	-	88
Total funding given in year	<u>6,763</u>	<u>5,339</u>
Unutilised funding to return to UNICEF	502	-
Total funding in year	<u>7,265</u>	<u>5,339</u>

Movements on UNICEF fundraising development programme funds:

	Total 2022 £'000	Total 2021 £'000
At the start of the year	88	222
Funding received	7,265	5,339
Funding available	7,353	5,561
Funding utilised	(6,839)	(5,473)
Funding to return to UNICEF	(502)	-
At the end of the year	<u>12</u>	<u>88</u>

13 Staff costs

The average number of employees during the year was as follows:

	2022 Number	2021 Number
Fundraising	132	127
UK Programmes and Advocacy	131	118
Support teams	77	83
Total	<u>340</u>	<u>328</u>

2021 staff numbers have been restated in order to align the comparatives with the methodology used in 2022.

Staff costs were as follows:

	2022 £'000	2021 £'000
Salaries and wages	13,579	12,340
Redundancy and termination costs	13	436
Social security costs	1,592	1,431
Pension contributions	891	842
Total salary costs	<u>16,075</u>	15,049
Other staff costs	562	347
Total staff costs	<u>16,637</u>	<u>15,396</u>

Other staff benefits includes an accrual for untaken annual leave outstanding at the end of the year.

Total costs (salary, benefits, social security costs and employers pension contributions) paid to key management personnel was £671,276 (2021: £680,800). The key managerial personnel of the charity are the trustees and the executive team.

Employees with emoluments (emoluments include salaries and taxable benefits, but not employer pension costs) over £60,000 were as follows:

	2022 Number	2021 Number
£140,001 - £150,000	1	1
£120,001 - £130,000	0	2
£110,001 - £120,000	3	0
£100,001 - £110,000	2	2
£90,001 - £100,000	3	1
£80,001 - £90,000	7	6
£70,001 - £80,000	3	3
£60,001 - £70,000	10	14

There were 29 employees in the year (2021: 29 employees) with emoluments over £60,000 who accrued retirement benefits under the charity's defined contribution schemes. The combined contributions for the year from UNICEF UK for those employees totalled £135,795 (2021: £149,985).

13 Staff costs (continued)

Executive Remuneration

The executive team's actual remuneration (gross pay and employers pension contributions) in 2022 was as follows:

Name	Position	Gross Pay	Employer's Pension Contribution	Employer's Social Security costs	2022 Total £
Anna Kettley	Deputy Executive Director, Advocacy, Programmes and Safeguarding	113,560	6,814	15,197	135,571
¹ Joanna Rea	Interim Deputy Executive Director for Advocacy, Programmes and Safeguarding	9,583	575	1,218	11,376
² Jonathan Sparkes	Executive Director	145,000	11,165	19,754	175,919
Michael Flynn	Deputy Executive Director, Public Engagement	113,560	9,464	15,074	138,098
³ Mohini Raichura-Brown	Deputy Executive Director, Partnerships and Philanthropy	57,500	4,830	7,749	70,079
Steven Waugh	Chief Financial Officer	117,421	7,045	15,766	140,232

¹ Appointed on 1st December 2022 to provide interim cover for the permanent post holder. The remuneration in the table above is for the period from 1st December to 31st December 2022.

² Appointed on 1st January 2022

³ Appointed on 1st July 2022. The remuneration above is for the period from 1st July 2022 to 31st December 2022.

The executive team's actual remuneration (gross pay and employers pension contributions) in 2021 was as follows:

Name	Position	Gross Pay	Employer's Pension Contribution	Employer's Social Security costs	2021 Total £
¹ Claire Fox	Chief Operating Officer	147,773	5,465	16,711	169,949
Michael Flynn	Deputy Executive Director Individual Giving	107,432	9,024	13,607	130,063
Steven Waugh	Chief Financial Officer / Interim Executive Director	129,585	7,355	16,664	153,604
² Anna Kettley	Deputy Executive Director, Advocacy, Programmes and Safeguarding	100,204	6,012	12,900	119,116
³ Gordon Glick	Deputy Executive Director, Partnerships and Philanthropy	91,360	4,362	12,346	108,068

¹ Left UNICEF UK on 31st August 2021. The remuneration for 2021 includes termination payments.

² Appointed on 1st December 2020

³ Left UNICEF UK 16th December 2021

Remuneration Ratio

The remuneration of the highest-paid employee in UNICEF UK was 4.1:1 (2021: 3.5:1) times the median remuneration of the workforce.

Pension and retirement benefits

The charity operated one defined contribution pension scheme during the year with Aviva. The pension cost charge for the year represents contributions payable to the scheme and amounted to £891,000 (2021: £841,820).

There were £nil outstanding contributions at the end of the financial year (2021: £nil).

Trustees

The charity trustees were not paid and did not receive any other benefits from employment with the charity in the year (2021: £nil). No charity trustee received payment for professional or other services supplied to the charity (2021: £nil).

Trustees' expenses represents the payment or reimbursement of travel and subsistence costs totalling £3,429 (2021: £1,288) incurred by 7 (2021: 6) members relating to attendance at meetings of the trustees.

14 Tangible fixed assets

The group & charity

Cost	Short leasehold property £'000	Fixtures and fittings £'000	Computer equipment £'000	Total £'000
At the start of the year	2,213	599	481	3,293
Additions in year	-	-	77	77
Disposals in year	-	(17)	(1)	(18)
At the end of the year	2,213	582	557	3,352
Depreciation				
At the start of the year	607	454	419	1,480
Charge for the year	184	108	32	324
Eliminated on disposal	-	(17)	(1)	(18)
At the end of the year	792	545	450	1,787
Net book value At the end of the year	1,421	37	107	1,565
At the start of the year	1,606	145	62	1,813

All of the above assets are used for charitable purposes.

15 Subsidiary undertaking and joint venture company

UNICEF UK owns the whole of the issued ordinary share capital of UNICEF UK Enterprises Limited, a company registered in England (company number 02736690).

	2022 £'000	2021 £'000
20,000 £1 ordinary shares UNICEF UK Enterprises Limited at cost	20	20
The subsidiary undertaking is used for non-primary purpose trading activities. All activities have been consolidated on a line by line basis in the statement of financial activities. Available profits are gift aided to the charitable company. A summary of the results of the subsidiary is shown below:		
	2022 £'000	2021 £'000
Turnover	138	180
Gross profit	138	180
Administrative expenses	(30)	(58)
Operating profit	108	122
Profit on ordinary activities	108	122
Gift Aid payment to parent undertaking under deed of covenant	(108)	(122)
Net result for the financial year	-	-
The aggregate of the assets, liabilities and funds was:		
Assets	380	235
Liabilities	(360)	(215)
Funds	20	20

Soccer Aid Productions Limited

During the year ended 31 December 2017, UNICEF UK entered into a joint venture agreement. As a result of the agreement, UNICEF UK holds a 50% share in Soccer Aid Productions Limited (company number: 10928864) which was incorporated in August 2017. The carrying amount of the investment in Soccer Aid Productions Ltd is £1. The accounts of Soccer Aid Productions for the period ending 30 June 2022 have been filed with Companies House and included in UNICEF UK's consolidated accounts using the equity method of accounting. Soccer Aid Productions Limited results for 2022 is a net loss of £734k which has been recognised as UNICEF UK's share of the loss for the year ended 31 December 2022 (2021: net loss £537k).

16 Parent charity

The United Kingdom Committee for UNICEF is the parent charity to one wholly owned trading subsidiary, UNICEF UK Enterprises Limited (see note 15). The gross and net income of the parent charity alone are as follows:

	2022	2021
	£'000	£'000
Gross income	179,365	141,644
Net income for the year	2,973	2,157

17 Debtors

	Group		Charity	
	2022	2021	2022	2021
	£'000	£'000	£'000	£'000
Trade debtors	576	997	576	997
Other debtors	2,662	1,961	2,662	1,961
Prepayments	5,161	367	5,161	367
Accrued income	9,371	12,135	9,357	12,099
Amounts due from subsidiary undertaking	-	-	360	215
Total debtors	17,770	15,460	18,116	15,639

2021 numbers have been restated to ensure consistency with preparation of 2022 numbers.

18 Creditors: amounts falling due within one year

	Group		Charity	
	2022	2021	2022	2021
	£'000	£'000	£'000	£'000
Trade creditors	566	863	566	863
Taxation and social security	1,139	1,094	1,139	1,094
Provisions	1,354	-	1,354	-
Other creditors	130	11	130	11
Accruals	4,939	4,964	4,939	4,964
Deferred income	5,837	1,884	5,837	1,884
Total creditors	13,965	8,816	13,965	8,816

19 Creditors: amounts falling due after one year

	Group		Charity	
	2022	2021	2022	2021
	£'000	£'000	£'000	£'000
Provision for dilapidations	595	628	595	628
	595	628	595	628

20 Deferred income

Deferred income comprises amounts received from a party in advance of contracted activity, and fees for Baby Friendly Initiative, Rights Respecting Schools and Child Friendly Communities that have been invoiced for but services not yet provided to the party.

	Group		Charity	
	2022	2021	2022	2021
	£'000	£'000	£'000	£'000
Balance at the beginning of the year	1,884	844	1,884	844
Amount released to income in the year	(1,537)	(597)	(1,537)	(597)
Amount deferred in the year	5,489	1,637	5,489	1,637
Balance at the end of the year	5,836	1,884	5,836	1,884

21 Analysis of group net assets between funds

	General unrestricted	Designated funds	Restricted funds	Total funds
	£'000	£'000	£'000	£'000
Tangible fixed assets	1,813	-	-	1,813
Current assets	37,340	1,000	973	39,313
Current liabilities	(34,713)	-	-	(34,713)
Non-current liabilities	(628)	-	-	(628)
Net assets at the end of the year 2021	3,813	1,000	972	5,785
Tangible fixed assets	1,565	-	-	1,565
Current assets	41,677	2,460	746	44,883
Current liabilities	(37,095)	-	-	(37,095)
Non-current liabilities	(595)	-	-	(595)
Net assets at the end of the year 2022	5,552	2,460	746	8,758

22 Movements in funds

2022 Movements in funds

	At the start of the year	Income & gains	Expenditure & losses	Transfers between funds	At the end of the year
	£'000	£'000	£'000	£'000	£'000
Unrestricted funds:					
General funds	3,812	54,978	(51,837)	(1,401)	5,552
Designated funds:					
IT Infrastructure reserve	1,000	-	-	1,460	2,460
Total designated funds	1,000	-	-	1,460	2,460
Total unrestricted funds	4,812	54,978	(51,837)	59	8,012
Restricted funds:					
Specific UNICEF programmes	59	112,574	(112,574)	(59)	-
Youth Justice Pilot (Children's Rights In Scotland)	100	-	(65)	-	35
Rights Respecting Reserve (Clarks)	25	11	(21)	-	15
Rights Respecting Reserve (RLWC)	14	-	(8)	-	6
Rights Respecting Reserve (Nord Anglia)	-	42	(42)	-	-
Rights Respecting Reserve (Other)	10	-	(10)	-	-
Rights Respecting Reserve (Scotland)	20	185	(205)	-	-
Advocacy & Policy Programmes (Child Health Advocacy)	372	198	(413)	-	157
Child Rights & Sports Programme	143	182	(100)	-	225
Baby Friendly Reserve	59	1,574	(1,352)	-	281
¹ Foreign, Commonwealth & Development Office (FCDO)	-	2,970	(2,970)	-	-
UNICEF fundraising development	87	6,764	(6,839)	-	12
People's Postcode Lottery	84	-	(85)	-	(1)
Children's Rights In Scotland	-	25	(9)	-	16
Total restricted funds	973	124,525	(124,693)	(59)	746
Total funds	5,785	179,503	(176,530)	-	8,758

¹ FCDO expenditure relates to 2018 UK Aid Match funded projects to help reduce maternal health and child mortality in Eswatini and Lesotho, 2019 UK Aid Match funded projects to improve the health and development for children under five in Sierra Leone and Zambia and a 2020 UK Aid Match funded project to build safe, inclusive and resilient communities for women and children in Malawi

Purpose of funds

The general unrestricted fund of £5,552,000 covers fixed assets and working capital needs for a period of four months, in line with our reserves policy.

The IT infrastructure designated reserve relates to investments in information and technology planned for 2023 and 2024.

Restricted funds are used for specific purposes as stipulated by the donor.

UNICEF fundraising development programme funds are provided by UNICEF headquarters to invest in strategic fundraising initiatives.

2021 Movements in funds

	At the start of the year £'000	Incoming resources & gains £'000	Outgoing resources & losses £'000	Transfers between funds £'000	At the end of the year £'000
Unrestricted funds:					
General funds	2,651	58,761	(56,600)	(1,000)	3,812
Designated funds:					
UK programmes action research	13	-	(13)	-	-
Total designated funds	13	-	(13)	1,000	1,000
Total unrestricted funds	2,664	58,761	(56,613)	-	4,812
Restricted funds:					
Specific UNICEF programmes	(125)	74,762	(74,578)	-	59
Youth Justice Pilot (Children's Rights In Scotland)	25	100	(25)	-	100
Rights Respecting Reserve (Clarks)	26	10	(11)	-	25
Rights Respecting Reserve (RLWC)	54	-	(40)	-	14
Rights Respecting Reserve (Nord Anglia)	-	11	(11)	-	-
Rights Respecting Reserve (Other)	-	25	(15)	-	10
Rights Respecting Reserve (Scotland)	-	20	-	-	20
Advocacy & Policy Programmes (Child Health Advocacy)	425	-	(53)	-	372
Child Rights & Sports Programme	52	203	(112)	-	143
Baby Friendly Reserve	-	180	(121)	-	59
² Foreign, Commonwealth & Development Office (FCDO)	-	2,413	(2,413)	-	-
UNICEF fundraising development	221	5,339	(5,473)	-	87
People's Postcode Lottery	286	-	(202)	-	84
Total restricted funds	964	83,063	(83,054)	-	973
Total funds	3,628	141,824	(139,667)	-	5,785

¹ The IT infrastructure designated reserve relates to investments in information and technology planned for 2022

² FCDO expenditure relates to 2018 UK Aid Match funded projects to help reduce maternal health and child mortality in Eswatini and Lesotho, 2019 UK Aid Match funded projects to improve the health and development for children under five in Sierra Leone and Zambia and a 2020 UK Aid Match funded project to build safe, inclusive and resilient communities for women and children in Malawi

23 Related party transactions

The Trustees, President, Vice Presidents and key managerial staff made donations totalling £30,917 to UNICEF UK during 2022 (2021: £17,027). None of these donations had any conditions attached which required the charity to alter the nature of its activities.

Included in the amounts stated as income in the accounts may be payments from persons or organisations who are related to Trustees, other board members and key managerial staff. The nature of certain fundraising activities may mean that donor details are not recorded and therefore it may not always be possible to identify these payments which are within the normal course of the charity's business.

During 2022 UNICEF UK transferred £118.2 million (2021: £80.5 million) to UNICEF as grants for international programmatic work to support children around the world.

Costs of £28,240 are recovered from UNICEF UK Enterprises Limited ('UEL') by the parent charity, UNICEF UK (2021: £36,810). As at the balance sheet date, UNICEF UK has an intercompany balance with UEL of £359,815 (2021: £215,285).

UNICEF UK agreed a revolving credit facility of up to £3.0 million to Soccer Aid Productions Limited. Interest is payable annually based on the bank Base Rate. As at the balance sheet date £2,048,030 has been drawn down on that facility (2021: £448,560).

There are no other related party transactions to disclose for 2022 (2021: none).

24 Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes. The charity's trading subsidiary UNICEF UK Enterprises Limited gift aids available profits to the parent charity. There is no corporation tax charge in 2022 (2021: nil).

25 Operating lease commitments

The group's total future minimum lease payments under non-cancellable operating leases is as follows for each of the following periods:

	2022 £'000	2021 £'000
Less than one year	1,824	1,790
One to five years	7,341	7,162
Over five years	4,129	5,819
	13,294	14,771

THANK YOU

UNICEF UK President

Olivia Colman CBE

UNICEF UK Vice-Presidents

Marc Bolland
Lord Hastings of Scarisbrick CBE
Dame Carolyn McCall
Lord Jack McConnell
Mark Makepeace

UNICEF Goodwill Ambassadors

Muzoon Almellehan
David Beckham OBE
Orlando Bloom
Vanessa Redgrave

UNICEF UK Ambassadors

Ramla Ali
Gareth Bale
Martin Bell OBE
Sanjeev Bhaskar OBE
Charley Boorman
Emma Bunton
Gemma Chan
Cat Deeley
David Harewood OBE
Tom Hiddleston
Sir Chris Hoy CBE
Suzy Eddie Izzard
Jemima Khan
Ewan McGregor OBE
Sir Andy Murray
James Nesbitt OBE
Dermot O'Leary
Rita Ora
Lord David Puttnam
Claudia Schiffer
Michael Sheen
Trudie Styler
Jessie Ware
Robbie Williams
Levison Wood

UNICEF UK high-profile supporters

Paul Clark MBE
Martin Compston
Baroness Tanni Grey-Thompson DBE
Arlo Parks
Alex Scott MBE
Cel Spellman

Scotland Advisory Board

Malcolm Robertson (Chair)
David Duke MBE
Fiona McFarlane
Liz Reilly

7 Fund Giving Club

Paul Edwards (Chair)
Peter and Charlotte Bolland
Ray Browne and Beverley Russell-Browne Clive and Helene Gillmore
Richard Grethe and Michelle Sochor
Nigel, Sarah, Annabel,
Amelia and Olivia Hammond
Johan and Claire Levavasse
Minekte Foundation
Sam and Jo Norman
David and Aimi Palmer
SJM Concerts
Colin and Sue Stone
We also extend our deepest thanks to our six anonymous donors.

Global Guardians

UNICEF UK hugely appreciates the support of our Global Guardians, a group of special supporters who make substantial gifts to our core programmes for children each year. Their donations give us the flexibility to respond wherever the need is most urgent. In 2022, Global Guardians contributed £474,000 for UNICEF's core programmes and £199,000 for humanitarian emergencies in Ukraine, Afghanistan and Pakistan.

UNICEF NextGen

UNICEF Next Generation is a committed group of young leaders who pledge their financial resources, time, networks, and skills to UNICEF's lifesaving work. In 2022, the trailblazing team behind the #CookForUkraine campaign raised vital funds to support UNICEF's work for the children of Ukraine.

Major partners

ABRDN
Aga Khan Foundation
Aggreko
Allan & Nesta
Charitable Settlement
Amazon
Andan Foundation
Arm Ltd
Arup & Partners
Asda
AstraZeneca
Aveva
Avra Foundation
The Band Aid Charitable Trust
Eric and Kirsty Bendahan
The Big Give
BT
Burberry
Checkout.com
Chellaram Foundation
The Children's Investment
Fund Foundation (CIFF)
Christie's
Tim Clark
Clarks
Clipper Round the World Race
The Constance Travis
Charitable Trust

The Copyrights Group
Eleanor Crook Foundation
Alexandra Derbyshire and
Paul King
D&G Group
Disney
Domestos
Dove
easyJet
Eleva Foundation
Ethical Tea Partnership
EY UK
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FIA Foundation
The Foreign, Commonwealth
and Development Office
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Initial Group, part of the
Banijay Group
Isle of Man Government
ITV and STV
Jersey Overseas Aid
Joe Jarvis
Alistair and Christina Johnston
Jo Malone London
Keller Group
KPMG Intl and KPMG UK
Lund Trust
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NatWest
National Grid
NIVEA
Nord Anglia Education
Oak Foundation
Pitch International
The Power of Nutrition

PwC
Danny and Manizeh Rimer
Stephen Robertson
Rugby League World
Cup 2021
RSM UK
RX
Sky
Soccer Aid Productions Ltd
The Talent Fund
TDR Capital
3i
Howard and Ann Thorne
Twining's
Unilever
ViiV Healthcare
Positive Action
Vitality
The Wellcome Trust
Peter and Jan Winslow
World Gold Council
York Theatre

And all those who wish to remain anonymous,

Thank you

**PLEASE SUPPORT OUR WORK TO BUILD A BETTER
WORLD FOR EVERY CHILD, EVERY DAY, EVERYWHERE**

The United Kingdom Committee for UNICEF
(UNICEF UK)

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Registered Company
Number 3663181

Registered Charity
Number 1072612 (England and Wales) SC043677 (Scotland)

[unicef.org.uk](https://www.unicef.org.uk)