

THE UNITED KINGDOM COMMITTEE FOR UNICEF

2023 ANNUAL REPORT

UNITED KINGDOM
unicef 
for every child



Aung Khin and Kham Li, age 7, play outside their classroom in Namtu, Shan, northern Myanmar. In 2023 UNICEF delivered humanitarian assistance for 1.8 million children in Myanmar.

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2023 ANNUAL REPORT

2023 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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MESSAGE FROM THE YOUTH ADVISORY BOARD

Our Youth Advisory Board is at the heart of UNICEF UK's work. We are influenced by the Youth Advisory Board, 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

At the heart of UNICEF UK lies a steadfast commitment to protect and champion the rights of the child. As asserted by Article 12 of the UN Convention on the Rights of the Child, every child has the right to express their opinions on matters affecting them and an expectation that their views will be considered seriously.

Being a young person today is challenging. From climate change to the cost-of-living crisis, circumstances beyond our control have forced us to grow up fast, and, while dealing with these issues, young people's voices are often less respected and go unheard. This is why the Youth Advisory Board is so important. We are passionate about crucial contemporary issues and the imperative of fostering diversity and inclusion. The Youth Advisory Board hopes to make and influence meaningful change within these areas and beyond.

2023 is the first of two years for a new UNICEF UK Youth Advisory Board cohort. We are proud to reflect on the achievements of our predecessors and are devoted to continuing to build on their amazing impact.



Meeting the Minister for Children

In January, Youth Advisory Board members met with Claire Coutinho MP, then Minister for Children, to discuss key priorities for young people including mental health and climate change. This was an important step to influence government decision-making and to ensure that young people's voices were heard.

Periodic Review of children's rights

In March, members of the Youth Advisory Board took part in the Periodic Review of children's rights in the UK. They shared their views about the situation for children in the UK with the UN Committee on the Rights of the Child at the UN in Geneva.

Above: 2023 Youth Advisory Board members Jonathan, Finn, Kaius, Ruby, Macey, Shafa.

Soccer Aid for UNICEF

In August, members of the Youth Advisory Board interviewed Soccer Aid for UNICEF players on the importance of play for children. They also performed an original, spoken-word piece on match day.

Internal influence

The Youth Advisory Board played an integral role in the development of UNICEF UK's new strategy, helping to ensure that youth voice was central. They also made recommendations for how the organisation tackled key priorities in 2023.

Looking forward

In 2024, we are excited to be part of Soccer Aid for UNICEF once more. We eagerly anticipate influencing UNICEF UK's decision making and are honoured to play a role in the recruitment of senior positions in UNICEF UK.

We also seek to work with UK elected representatives to place the needs of children at the heart of their decisions. 2024 is likely to be an election year and we hope that every political party includes the rights of children in their manifesto commitments.

INTRODUCTION SHATISH DASANI, CHAIR

Throughout 2023, children around the world faced many devastating humanitarian crises. And as you will read in this report, UNICEF UK, enabled by our supporters and partners, strove to deliver vital funding and sustained action to uphold the rights of every child, across the world and in the UK.

In a difficult fundraising environment, we raised £161 million in income. This was below the record £179.5 million raised in 2022, which included some £55 million for the Ukraine emergency. Funded by our partners and delivered with communities, we implemented innovative projects and long-term programmes to adapt to our changing world. The report highlights some of these and our programmes for children in the UK.

We made great strides in delivering the first year of our 2023–26 strategy and are setting the base for our ambitions for the next three years. A critical part of our four-pillar strategy is our Organisation – we are striving to develop a highly effective, engaged, and diverse workforce that lives our values, supported to deliver our best work for children. Our colleagues reported greater engagement with our strategic direction and appreciation of support from our leadership, peer relationships and connection with our organisational values. 2023 saw our highest colleague engagement score since we began tracking in 2018. We also continued our efforts to build a more diverse and inclusive organisation, with Board oversight of the actions being implemented arising from the Equity, Diversity and Inclusion and the Anti-Racism reviews.

I am pleased to report that the Board continued to operate well and that all the key recommendations arising from the external Board Effectiveness review were implemented in the first half of 2023. This included a revamped Board agenda to focus

on the key strategic areas of Income, Impact, Influence and Organisation. Furthermore we developed a Key Performance Indicators dashboard for review at each meeting and implemented a Trustee-Executive buddy system. Finally, we broadened the scope of the renamed Nominations & Engagement Committee to oversee people strategy and Equity, Diversity and Inclusion.

The Board has also continued to oversee changes designed to enhance the effectiveness of our talented leadership team, including the recruitment of a new Chief Marketing Officer and the creation of a new role of Chief Strategic Development Officer with responsibility for innovation, strategy, and organisation. We have recently initiated a process to recruit a new Chief Executive following the decision by Jon Sparkes to leave in June 2024 to take up a new Chief Executive role addressing learning disability in the UK. On behalf of the Board, I would like to take this opportunity to thank Jon for his leadership and commitment to UNICEF UK and wish him well in his future career.

We know we can never stand still. As ever, our achievements are only possible because of the generosity of our supporters and the incredible dedication of our UNICEF UK colleagues. Thank you to everyone for your extraordinary efforts as we keep working to build a better world for every child.



Shatish Dasani

INTRODUCTION JON SPARKES, CHIEF EXECUTIVE

2023 was an extremely volatile year for children as they bore the brunt of multiple crises around the world. Children and families felt the shocks of devastating earthquakes in Türkiye, Syria, Morocco, and Afghanistan. They faced the brutal conflicts in Gaza, Sudan and Ukraine, and endured climate events such as drought in East Africa, a cyclone in southern Africa, and catastrophic floods in Libya. For all these emergencies, with support from UNICEF UK and our supporters, UNICEF was on hand to provide humanitarian assistance.

The humanitarian crises have been compounded by the increasing impacts of climate change and a persistent cost of living crisis. The combination of these events has seen a faltering in progress towards the Sustainable Development Goals (SDGs) set for 2030. Against this backdrop, UNICEF UK pushed forward on all elements of our new strategy for children.

We saw outstanding fundraising, especially for children affected by the crisis in Gaza and the earthquakes in Türkiye and Syria. Our annual Soccer Aid for UNICEF event was again a high-profile success and has now raised more than £90 million for children since 2006.

The impact of our advocacy work continued to grow as our Futures at Risk campaign on child health reached more than 70,000 people during World Immunisation Week and delivered powerful and persuasive messages on the importance of child nutrition.

Our work in the UK also delivered landmark progress for children. We applauded a historic development as in January 2024, with support from UNICEF UK, Scotland became the first jurisdiction in the UK to incorporate

the UN Convention on the Rights of the Child into its laws. Also in Scotland, the Rights Respecting Schools programme is now available to all state primary and secondary schools, thanks to funding from the Scottish Government. We also celebrated as Cardiff became the first UK city recognised as a UNICEF Child Friendly City. And we are proud that in 2023 our Baby Friendly Initiative supported 600,000 newborn babies in the UK. In September, we marked the first year of our Early Moments Matter campaign by handing in our petition to 10 Downing Street, with over 66,000 signatures calling for a Baby and Toddler Guarantee in the UK.

We also strengthened our internal systems, culture, and values to enable our talent to thrive and ensure we are equipped to deliver our best work for children. We continued to deliver on our commitment to create a working environment and culture that supports and promotes equity, diversity and inclusion.

All these achievements and more are due to our amazing colleagues, supporters and partners. Thank you for your extraordinary commitment and energy to build a better world for every child in 2023 and for laying the firm foundations for the great achievements ahead.



Jon Sparkes

2023 KEY OUTCOMES

**£161
MILLION**

Income of £161 million to support a better world for every child.

See page 104



SOCCKER AID
itv unicef
PLAY FOR EVERY CHILD

£14.6 million

raised by Soccer Aid for UNICEF for children around the world to have the chance to play.

See page 36



Rights Respecting Schools

1.5 million children

in the UK attend a UNICEF Rights Respecting School.

See page 18



THE BABY FRIENDLY INITIATIVE

600,000 newborn babies

in the UK supported by Baby Friendly Initiative.

See page 22

949,844 children

in the UK growing up in areas taking part in Child Friendly Cities and Communities.

See page 26



Child Friendly Cities & Communities

£39.4 million

committed to support children and families affected by conflict and disaster.

See page 44

66,000 people

signed our petition for a Baby and Toddler Guarantee in the UK.

See page 30





ABOUT UNICEF AND UNICEF UK

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

UNICEF has 15,000 people working for children in more than 190 countries responding to emergencies and building long-term resilience. We save children's lives with vaccines, safe water, and therapeutic food. We protect children from violence, exploitation and abuse. We support quality education that provides the tools for children to reach their full potential. 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 works in more than **190 countries** and territories around the world.

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 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 and Child Friendly Cities and Communities programmes.

UNICEF UK is one of 33 UNICEF National Committees.

STRATEGY AND AIMS

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.

Our strategy:

This was the first year of our 2023–26 strategy. The year saw great strides towards the goals we have set. We have summarised our key outcomes on page 98 and further details are provided in this report.

The 2023–26 strategy was developed in consultation with our colleagues and Trustees; represents our ambition to deliver even greater impact for children; and reflects these **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.



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.



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.



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 strategy can be found on page 100 or at www.unicef.org.uk/strategy
We look forward to sharing our progress over the coming years.

The war in Sudan forced Samar, age 11, to flee from her home in Khartoum. Samar and her family now live in a classroom at a primary school in Kassala. The war has separated Samar from her beloved violin.

"I didn't take my violin with me because we all thought we would return home soon. I want the war to end so I can get my violin back."

THE C STANDS FOR CHILDREN

In October 2022, we launched *The C stands for Children*, a brand campaign designed to showcase that children are at the heart of everything UNICEF does. In 2023 we continued to develop the campaign, building public understanding of our work for children and why people should support UNICEF.

We built on 2022's strong foundation, showcasing UNICEF's role in protecting childhoods through relatable and nostalgic stories from the children we support. We delivered an integrated online and offline campaign, expanding into new environments like YouTube, Connected TV and Broadcaster Video On Demand to achieve additional reach and support among the UK public. The campaign included a special moment for World Children's Day, showcasing our life-changing work with children. Special thanks to our corporate partners who helped to amplify the campaign, including easyJet, Glasgow Rangers, and Outernet.

The C stands for Children campaign has seen record numbers of people regarding UNICEF as working for children – 58% of the UK population now recognise UNICEF as a children's charity.



The C stands for Children campaign has delivered:

- **Uplift in knowledge** of UNICEF among target audiences, from 78% in 2021 to 82% in 2023.
- An increase in those who claimed to know a lot about us – the most pronounced increase in the knowledge categories – from 16% in 2021 to 22% in 2023.
- **Increased brand consideration**, up from 60% in 2021 to 67% in 2023 among target audiences.
- **Record number of people recognising UNICEF works for children** – with 58% of the UK population recognising UNICEF as a children's charity, up from 45% in 2021.
- **Increased campaign awareness**, with nearly 1 in 4 people in the UK having heard of The C stands for Children campaign.

We will continue to build on these successes in 2024, with further brand campaigns to increase knowledge and support for UNICEF and our life-changing work for children.

UNICEF

"It's a good place to be," says Nirob, age 10, about the street hub in Dhaka, Bangladesh, where children can build a life away from the streets. UNICEF is protecting childhood by giving children a safe space to learn, play and receive care and support.



2.5
MILLION
CHILDREN

Reaching around 2.5 million children each year in the UK

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 and Child Friendly Cities programmes.

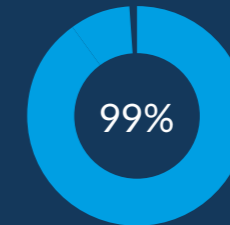


Rights Respecting Schools

4,800 UK schools registered.



THE BABY FRIENDLY INITIATIVE



99% of maternity services

and



90% of health visiting services in the UK are working towards Baby Friendly accreditation.



Child Friendly Cities & Communities

Cardiff became the first city in the UK to be recognised as a UNICEF Child Friendly City.





© UNICEF/Dawe



UNICEF UK works with schools throughout the UK to create safe, inspiring places to learn where children are respected and can thrive.

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 4,800 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. Many UNICEF National Committees around the world run Child Rights Schools programmes, but the UK has the greatest number of participant schools.



> Programme now on offer to all state primary and secondary schools in Scotland, thanks to funding from the Scottish Government.

Record year for accreditations



During 2023, 201 schools achieved Gold: Rights Respecting for the first time or were reaccredited at Gold and 367 schools were accredited at Silver: Rights Aware. This year was also the first full year of the RRSA Membership Model, which sees most schools paying an annual subscription. Registrations remained high with 646 new schools signing up for the Award. Of these 332 were Scottish schools, where there is three-year funding from the Scottish Government for RRSA.

With around 4,800 schools currently registered, RRSA reaches over 1.5 million children and young people across the UK and in the Channel Islands.

Campaigning on lack of NHS dentists

Last year’s OutRight campaign focused on children’s rights to the best possible health care in the UK and around the world. We’re delighted to provide an update from children at Whitleigh Primary School in Plymouth who led a campaign to highlight the lack of local dentists across the UK. As a result of actions taken, including interviewing local MPs and media appearances, their local dental school has offered free dental care until age 16 for all children at the school. Teacher Sarah O’Neill told us, “This is amazing news for all the children, not only from an oral health point of view, but also that they can see that their voices have been heard and they have effected real change.”

School brings together families and the community



Above: Friendship Café at Boghall School, West Lothian.

Boghall Nursery and Primary School, West Lothian, took a rights-based approach to engaging with families and community. Children at the school meet regularly with their local community, bring people together through events, and promote dignity, respect and friendship in school and beyond. There are fortnightly ‘biscuits and blether’ sessions and a daily family breakfast club. The school’s Friendship Café is a weekly intergenerational project that involves children and members of the local church who have felt lonely since COVID-19. Pupils and church members play games and chat over tea and cake.



CO-CREATION FILM

We produced a new film about the Award, which handed significant production power over to children and young people from four UK Gold Rights Respecting schools. Over two days, students developed their ideas on how best to showcase the impact of children's rights in their school. Taking part in workshops to build confidence, as well as research and interview skills, children generated the messages they would include in the film and decided who to interview within the school community.

The children interviewed teachers, senior school leaders and community figureheads as well as taking a leading role in setting up the filming, assisting on sound and directing scenes. The children also guided the UNICEF UK film crew on a tour of their school and reflected on their experience of the project.

The film is a funny and moving piece that shows the impact of child rights education from the perspective of students.

"I feel like this process of working together with UNICEF UK is more personal and will mean more to the schools that watch this film. I really hope adults listen to this and understand that it is important for kids to learn about their rights." Student

▶ Watch the film: youtu.be/GvIW_FUHN88

OutRight inspires children to act on food poverty



Above: MP Sarah Olney meets children in Kingston upon Thames campaigning against food poverty.

Taking part in OutRight started a ripple of campaign action at Alexandra Primary, a Gold: Right Respecting School in Kingston upon Thames. Campaigning in this school is pupil-led and involves children taking leadership roles, engaging with the community, supporting external campaigns, and advocating on social and health-related issues.

Being part of the UNICEF UK OutRight campaign on child health had a profound impact on advocacy work throughout the school leading to a passionate student commitment to support children's rights to good healthcare. MP Sarah Olney visited students at Alexandra Primary School after they wrote to urge her to support their campaign on food poverty.

Spotlight on RRSA



In August we launched *Spotlight on RRSA*, a new resource for schools, aimed at helping teachers deepen their colleagues' understanding of children's rights and of what it means to become Rights Respecting. The monthly packs have been very well received, with 1,769 downloads between launch in August and year end. Part of their success rests on the packs' inspiring stories such as Boghall Primary in West Lothian.

"I have had the opportunity to be part of creating a really special community, and I think it will stay with these children for the rest of their lives. I think they will remember being loved and being respected and being empowered."



Hannah Fitzpatrick,
Plymouth Grove Primary School



Sajanthini cuddles her son Aaron, age 6 months, at the Alder Hey Children's Hospital.

© UNICEF/Jennings

BABY FRIENDLY INITIATIVE

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

The Baby Friendly Initiative was introduced to address a fall in breastfeeding worldwide and its impact on child and maternal health. Over the past 29 years, the programme has transformed healthcare for families in the UK as part of a wider, global partnership between the World Health Organization (WHO) and UNICEF. Baby Friendly works to improve healthcare for babies, their mothers, parents and families. Thanks to our work, keeping babies close and encouraging skin-to-skin contact are now routine practices in almost every hospital across the UK.

In the UK in 2023:

> 45% of maternity services and 66% of health visiting services have full Baby Friendly accreditation

The NHS

The NHS Long Term Plan recommends that all services work towards full Baby Friendly accreditation. In 2023 the Baby Friendly team continued to work with NHS England to progress the plan to support maternity services to reach full accreditation or to re-accredit their services.

Recovery from the coronavirus pandemic and pressures facing the NHS, including workforce challenges, continued to impact full Baby Friendly accreditation. To address this, we continue to work with NHS England and services on their Baby Friendly journey and to overcome challenges.

The Designation Committee is an external group of clinicians, academics and others who provide quality assurance for 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.

The team continues its well-regarded pilot for new Baby Friendly standards available 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 babies and 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. In 2023, we piloted a new course for health professionals to support maternal and infant mental health and wellbeing in relation to infant feeding, which has received positive feedback.

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).



QUIET TIME FOR BREASTFEEDING

Amidst the lively atmosphere created by the nearly 900 delegates at the Baby Friendly Annual Conference, mother Siobhan enjoys a lovely quiet time to breastfeed with infant son, Oscar.

Both Siobhan and Oscar joined the two-day event in Harrogate on 22–23 November 2023, marking Baby Friendly’s first in-person conference in three years, due to the COVID-19 pandemic. Siobhan and Oscar enjoyed the presentations, awards and cheer that filled the bustling venue, and also enjoyed quiet time together in the parent and baby room, alongside other parents who brought their infants to the event.

Annual Conference

The Baby Friendly Annual Conference marked its return to an in-person event in 2023. Welcoming nearly 900 delegates to the Harrogate Convention Centre, the two-day event featured 14 speakers, a range of exhibitors, a poster display, and more. The Baby Friendly team were overwhelmed with interest for the event, reaching maximum capacity in record time.

Baby Friendly conferences are aimed at health professionals and all those involved in the care of babies, their mothers, parents and families. Our events offer an important time for health professionals to come together to network and hear innovative and challenging presentations on infant feeding and relationship building.



Above: Delegates enjoy the Baby Friendly Annual Conference.

© UNICEF UK/Photo JMO



NHS Orkney

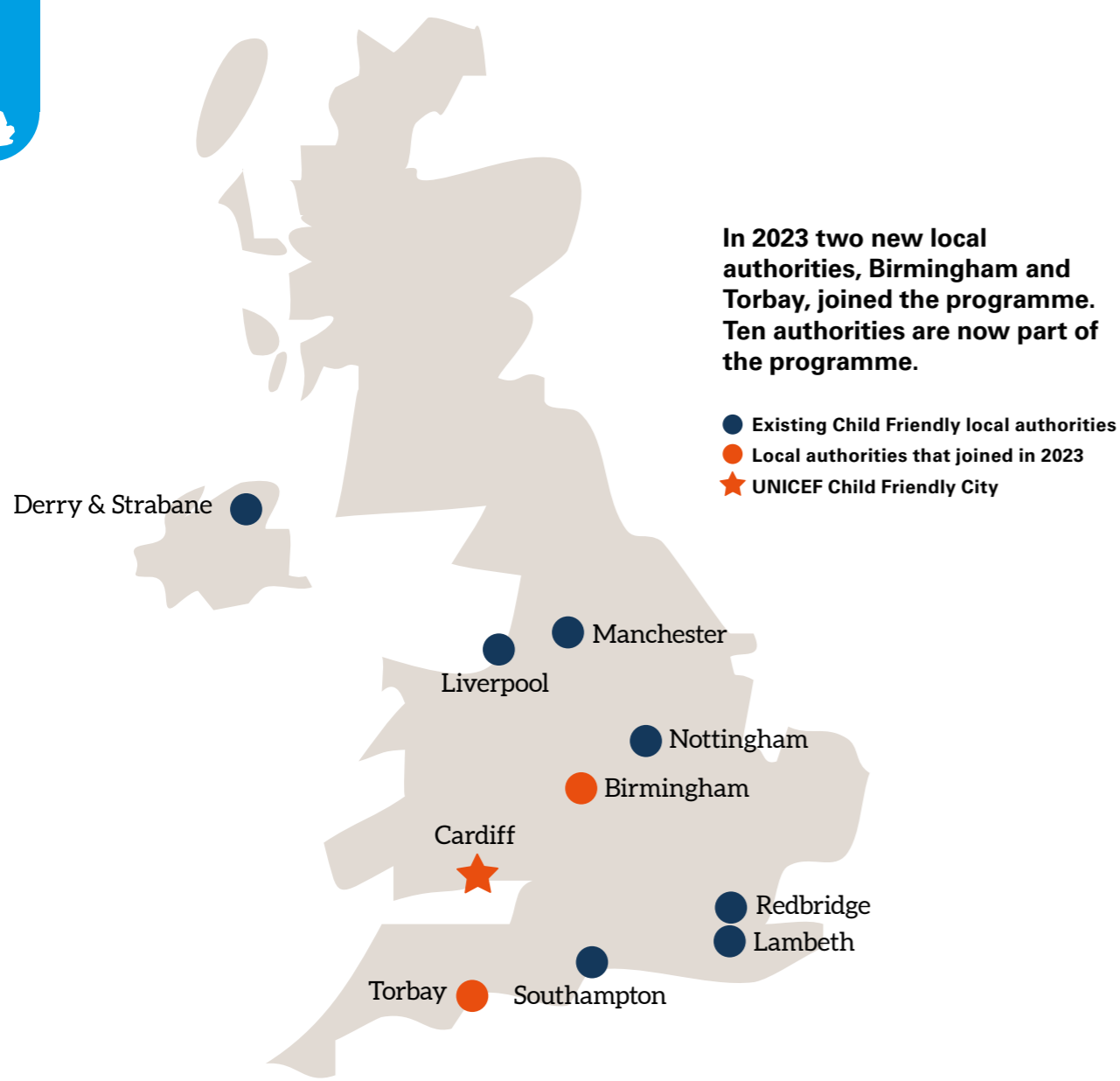
NHS ORKNEY AWARDED GOLD

NHS Orkney’s journey to achieving the Baby Friendly Gold Award has meant embedding a quality improvement approach to maintaining compassionate mother- and baby-centred care.

“The Baby Friendly culture and ethos underpins all our work, and our staff feel proud to provide responsive and compassionate care. Celebrating improvements, big and small, and having the recognition that mothers, babies and their families here in Orkney feel supported, listened to and cared for is hugely satisfying.”

Louise Brewer, Infant Feeding Improvement Specialist and Health Visitor. NHS Orkney

© UNICEF/Photo JMO



In the UK in 2023:

> 949,844 children are growing up in areas taking part in Child Friendly Cities and Communities.

Child Friendly Cardiff

In 2023, Child Friendly Cities and Communities celebrated a significant milestone as Cardiff became the first city in the UK to be officially recognised as a UNICEF Child Friendly City.

Cardiff's achievements are far-reaching and are already having a demonstrable impact on the lives of children and young people growing up in the city. The city's leadership has shown a strong and sustained commitment to children's rights, and core local strategies are now developed and

framed using child rights. Initiatives like the establishment of a permanent Child Rights Unit, the introduction of new support services, and with over 70% of the city's schools taking part in UNICEF UK's Rights Respecting Schools programme, Cardiff's young people are better able to thrive now and in the future.

Cardiff's milestone status was marked by an event attended by over 300 children and young people, senior council staff and elected members. UNICEF UK President Olivia Colman delivered a short film celebrating the city's achievement.

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.

Child Friendly status recognises progress, not perfection. It signifies that a council and its local partners have taken significant and sustainable steps in defined areas towards advancing the rights of children and young people growing up in their city or community.

Highlights of Cardiff's journey

> 42,245 children and young people accessing early help and support since 2019.

> Over 700 opportunities for children and young people to take part in decision-making.

> 5,519 council and partner staff receiving child rights training.

> 3,595 children and young people receiving training to better understand their rights.



Above: Girl holds her cupcake celebrating Cardiff becoming the UK's first UNICEF Child Friendly City.



SHORUK AND THE YOUTH FORUM

“Everything here is youth-led,” says Shoruk, a member of Grange Pavilion’s youth forum.

During Cardiff’s journey to become a UNICEF Child Friendly City, children and young people took part in workshops and consultations. The youth forum was central in bringing to life the things young citizens said were most important. Thanks to a partnership between Cardiff Council, Cardiff University and Grange Pavilion, the Grangetown community space now offers the cafe, co-working space and room hire that children and young people requested. It also contains a biodiverse garden and green space for children to play in.

“The youth forum at Grange Pavilion is part of helping the area to grow and develop,” Shoruk explains. “This is a safe place where we can come to relax, socialise, but also explore different jobs or university courses.”

Above: Shoruk (left) enjoys her renovated local community centre, Grange Pavilion.

Two new joiners

Two new local authority partners officially joined the programme in 2023 – Birmingham in June, and Torbay in December. Despite the challenging context nationally, local authorities are increasingly seeing the value in working with UNICEF UK to embed children’s rights into their policy and practice.

local partners and children and young people to determine the areas they will prioritise on their child-friendly journeys. They undertook UNICEF UK training, and created robust action plans, setting out how they will use a child rights-based approach to weave children’s rights into policy and practice.

Four enter delivery phase

Four local authorities successfully progressed to the programme delivery phase in 2023. Liverpool, the London Borough of Lambeth, Nottingham, and Southampton all worked closely with

Networking for research

The year also saw the launch of the Child Friendly Cities and Communities Research Network. The network seeks to enhance the connection between child rights research and the practical application of children’s rights in cities and communities across the UK.

Below: On 20 November 2023, Nottingham celebrated World Children’s Day by announcing their priority areas for becoming a UNICEF Child Friendly City.





©UNICEF/Gifford-Mead

Above: In September, we handed in our 66,000-strong petition to 10 Downing Street.

EARLY MOMENTS MATTER

In 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 calls on the UK Government to commit to a National Baby and Toddler Guarantee that would guarantee basic services for every young child.

> 66,000 people sign petition in support of a National Baby and Toddler Guarantee.



Campaign overview

The first five years of everyone's life are perhaps the most crucial, but across the country, babies and toddlers are missing out on essential support. For many families, support services don't exist or don't reach them. Life is harder for families who face inequalities based on their income, ethnicity, or background. Our polling shows that over half of parents of babies and toddlers in Britain have struggled with their mental health. 1 in 3 have struggled with the cost of childcare. And 1 in 3 struggled to get support.

National Baby and Toddler Guarantee

A national Baby and Toddler Guarantee would ensure that any child and parent can get the vital support they need and are entitled to, no matter who they are or where they live.

In 2023, following the publication of our flagship policy report in 2022, we set out to extend our evidence base and encourage decision makers to recognise the benefit of investing in early years. We needed to show how much the public care about this issue

Downing Street

On 12 September, we marked the first year of the campaign by handing in our petition with over 66,000 signatures to Number 10 Downing Street. We were joined by two Early Moments campaigners from Leeds and Birmingham as well as UNICEF UK Ambassador Cat Deeley.

We ended the year by publishing a report with Refugee Education UK on early education and childcare experiences of refugee and asylum-seeking families in

England, giving clear recommendations to national and local government.

Throughout 2024, we will focus on the most disadvantaged and marginalised babies and toddlers, continue building pressure on the UK Government and opposition parties, and create opportunities for campaign supporters to engage directly with decision makers.

Letter to the Prime Minister



In June, we published an Open Letter to the Prime Minister calling for a Baby and Toddler Guarantee, signed by 80 organisations, 18 UNICEF Ambassadors and High-Profile Supporters, and experts in early childhood development. Number 10 Downing Street responded after media coverage in The Mirror, The Guardian, Times Radio, Sky, Channel 5 News, and a press ad in The Telegraph.



Early Years Mental Health Toolkit

In February, we published a toolkit on mental health in infancy and early childhood in collaboration with the Centre for Research on Play in Education, Development, and Learning (PEDAL) at the University of Cambridge. Key organisations reviewed it, such as the Anna Freud Centre and The Royal Foundation Centre for Early Childhood.

We briefed civil servants and over 1,000 professionals, including NHS England and the Local Government Association. The toolkit has been embedded across local and national government, professional bodies,



and internationally. It informs the Government's early childhood policies, such as the early childhood outcomes framework, parent-infant relationship guidance, and commitments to early childhood and parental mental health.

Social reach

Organic social content for the campaign achieved **418,557 views** and generated **12,690 clicks** to the petition page.

2/3 OF PARENTS & GUARDIANS WITH BABIES & TODDLERS IN BRITAIN
DON'T THINK THE GOVERNMENT DOES ENOUGH TO SUPPORT THEM



Above: Camilla Thurlow supported our Baby and Toddler Guarantee.

Carers' voices

Parents and carers across the country recorded 300 voice notes on the lack of early childhood services and what a Baby and Toddler Guarantee could mean. Our multimedia package for UK media included parents' testimonies. MPs listened to the voice notes at a parliamentary event and 217 MPs viewed our microsite. We amplified these voice notes on social media, and they shaped our campaign and our responses to Government inquiries.

Over the summer, we grew the petition through social media influencers and paid marketing, getting the Baby and Toddler Guarantee into public conversations. Influencers including Camilla Thurlow and Chaneen Saliee helped reached over 970,000 people. Our new and diverse audiences include people whose children have special educational needs and disabilities.

YouGov findings

In September, we released our latest YouGov survey findings. 2,500 parents of children under 4 across Great Britain responded on the cost of living, how hopeful they were for their children's futures, and if parenting was getting harder and why. Sky News, The Guardian, ITV, Metro and LBC covered the findings, as well as Politics Home and The House magazine. Number 10 issued a separate response. Our media campaign had a reach of 43.2 million opportunities to see (OTS).

FOUNDATIONAL ADVOCACY

Scotland: child rights enter domestic law

The UN Convention on the Rights of the Child (UNCRC) is an international human rights treaty on the rights of every child. The UK ratified the Convention in 1991, but it is not yet part of domestic law, so children and young people are denied its intended protections.

In a historic development, Scotland is the first UK jurisdiction to make children's rights part of its laws in a process called incorporation. The UNCRC Bill passed in 2023, nearly four years after the Scottish Government announced its intention to deliver the legislation and over two years after the UK Government challenged and halted an earlier version. The amended Bill went before the Scottish Parliament in September, with the Minister for Children and the Cabinet Secretary praising UNICEF UK's supporting role.

The UNCRC Bill is hugely significant. Children in Scotland will have their rights protected and upheld in law. It is one of most progressive pieces of legislation in the world and includes mandatory child rights impact assessments. UNICEF UK has been working toward this milestone with partner organisations, children and the Scottish Government since 2012. And work continues. We will support the Scottish Government to prepare guidance and secondary legislation enabling public authorities to comply with the Bill.

We applaud UNICEF UK's Dragan Nastic who has been integral to this effort over 10 years. We are deeply proud of his contribution to the children of Scotland.

UN Committee review of child rights in the UK

In 2023, the UN Committee on the Rights of the Child completed its sixth periodic review of child rights in the UK. UNICEF UK played a key role in this two-year process, producing evidence reports and recommendations to the Committee, and supporting the UK Government in preparing its submission and participating in the formal dialogue process with the Committee.

In February, four members of UNICEF UK's Youth Advisory Board travelled to Geneva. They joined a delegation of nearly 40 children and a selection of UK organisations in a private discussion with the Committee on child rights in the UK. They shared their views on regional disparities in outcomes and access to mental health support for young people. This was the first time that UNICEF UK has facilitated children's participation in this process.

The Concluding Observations and Recommendations reflected a wide range of concerns and recommendations made by UNICEF UK, including how lack of support and poverty affect early childhood; the impact of the Illegal Migration Bill (now law) on child rights; and the UK's role internationally in supporting children's rights everywhere.

Since the report's publication, we have been working with the devolved nations on their action plans to address the key recommendations. On World Children's Day, the Children's Ministers in Scotland and Wales reaffirmed their commitments to child rights.



EVERY CHILD HAS THE RIGHT TO BE SAFE FROM ABUSE AND EXPLOITATION

Find help, safeguarding information and ways to report at: itsapenalty.org/KeepKidsSafe



Above: FIFA Women's World Cup campaign on protecting every child from abuse and exploitation, particularly in sport.

SPORT AND CHILDREN'S RIGHTS

UNICEF celebrates the power of sport and play in helping to change children's lives. UNICEF UK's work focuses on protecting and promoting children's rights in, around, and through sport – for children everywhere.

2023 key achievements:

- > **New online Safeguarding Essentials course** launched in English, Spanish and French, aimed at people working in sport, to support better understanding of child rights and safeguarding
- > **Sports Advisory Board** launched, bringing together sector leaders to support and advise UNICEF UK on how to achieve the greatest impact for children through our sports partnerships.

Children's sport in the UK

As part of the Children's Coaching Collaborative, we have supported training and awareness raising about the pivotal role that coaches play in making sure sport promotes children's rights. Central to this was the launch of the Play their Way campaign – which placed the rights of children at the heart of coaching practice, and aims to build a movement of 'child-first' coaches.

We have also continued our work with young players on the pathway to professional football, training more than 50 staff and young players in football academies on children's rights and youth voice. We have also supported changes to the Premier League's Safeguarding Audit Framework, strengthening the child rights and youth voice components.

Embedding child rights in mega sporting events

Throughout 2023, we have been active in the review of the International Standard ISO20121, ready for launch during the 2024 Paris Olympics. Our focus was to take this existing standard for sustainable event delivery and introduce a new component – respect for child rights.

The changes will ensure that all future events that work to meet this standard, both within sport and beyond, will now be required to provide evidence on how they have considered their impact on people, alongside their impact on the planet. This will help make sure children are protected and are better positioned to access all the benefits these large sports events can bring.

International safeguards for children in sport

2023 saw the International Safeguards initiative, led by UNICEF UK, partner with Its a Penalty on their campaign around the FIFA Women's World Cup. Featuring England Goalkeeper Mary Earps, the #KeepKidsSafe campaign reached more than 5.4 million people on airlines flying to the event, with messages about safe sport.

On Safe Sport Day, International Safeguards partnered with the Commonwealth Youth Games, and local journalism students, to place the voices of young athletes at the centre of this year's campaign. Activities on the day reached millions of people with the words of young athletes about why safe sport is so important for them.



**£90
MILLION**

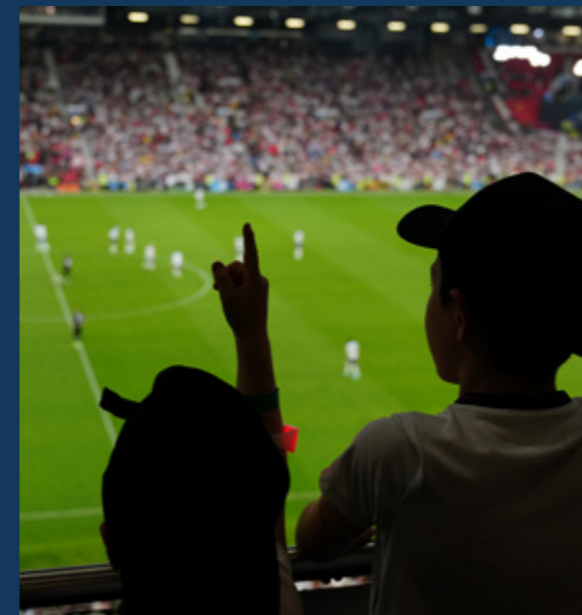
Over £90 million raised for children since the first Soccer Aid in 2006

In 2023, Soccer Aid for UNICEF:

Raised **£14.6 million** for children around the world.



17 corporate partnerships.



74,000 fans enjoyed the match live at Old Trafford.

13 programmes shown across Soccer Aid Week.



★ Peak of 4 million viewers on ITV1.

SOCCKER AID FOR UNICEF

Created by UNICEF UK Ambassador Robbie Williams in 2006, Soccer Aid for UNICEF is the world's biggest celebrity football match, raising money to give children the best start in life. Once a year, England takes on the Soccer Aid World XI FC. Supported by passionate fans in an iconic stadium and broadcast live on ITV1, ITVX and STV, the event harnesses the power of football to help make sure that children can grow up happy, healthy and able to play.



PLAY FOR EVERY CHILD



SOCCKER AID FOR UNICEF 2023

Soccer Aid for UNICEF 2023, broadcast live on ITV1, STV and ITVM from Manchester's Old Trafford stadium, raised a magnificent £14.6 million – all supporting UNICEF's vital work helping children around the world have happy, healthy, play-filled childhoods.

The Soccer Aid for UNICEF match on Sunday 11 June attracted peak television viewing figures of 4 million and a sell-out crowd at Manchester United's Old Trafford stadium. A thrilling contest ended in a 4–2 victory for the Soccer Aid World XI FC over England.

Lioness and Euro 2022 winner Jill Scott captained the England team, while Usain Bolt returned to lead the Soccer Aid World XI.

Tom Hiddleston and Tom Grennan

UNICEF UK Ambassador Tom Hiddleston addressed the Old Trafford crowd and viewers at home with a special half-time speech, galvanising donations for UNICEF. Tom was joined by Tom Grennan who captivated the crowd with a performance of his hit song *Here*.

Stormzy made his Soccer Aid for UNICEF debut as England co-manager alongside Harry Redknapp and Emma Hayes. UNICEF UK Ambassador Robbie Williams, Vicky McClure, David Seaman and Zavan Hines completed the coaching team. A similarly star-studded Soccer Aid World XI management team included Mauricio Pochettino and UNICEF UK High-Profile Supporter Martin Compston, with Daniel Bachmann, Jesus Perez, Robbie Keane and Sparty Spice Melanie C.

Usain Bolt scores for Soccer Aid



Usain Bolt of Soccer Aid World XI FC celebrates his goal.

Usain Bolt opened the scoring, marking a special moment for the Olympian and Manchester United fan in his fifth Soccer Aid for UNICEF appearance. England increased the tempo in the second half, with Asa Butterfield scoring the equalizer with his first touch. Manchester United legend Paul Scholes put the Three Lions ahead a few minutes later.

Robbie Keane restored Soccer Aid World XI's lead with two quick-fire goals before teammate Kem Cetinay sealed victory with the fourth goal, making him the all-time top scorer in Soccer Aid history.



Soccer Aid social

Over the match weekend, we reached over **1 million people** across our channels. Highlights included a Youth Advisory Board interview with Martin Compston and Alex Brooker.



Soccer Aid England player Jill Scott flanked by managers Emma Hayes and Vicky McClure.



© UNICEF/Stella Pictures

Women leaders

As the only official FA-sanctioned mixed gender match, Soccer Aid for UNICEF 2023 saw more women playing than ever before. Joining Jill Scott, Eni Aluko returned for England while Heather O'Reilly came back for the Soccer Aid World XI. Karen Carney, Kaylyn Kyle, Izzy Christiansen and celebrity players Scarlett Douglas and Maisie Adam all made their debuts. In a Soccer Aid for UNICEF first, the match officials featured an all-female line up, with Abi Byrne as referee, Georgia Ball and Nicoleta Bria as assistants and Jane Simms as the fourth official.

Soccer Aid on TV

The show was once again presented by UNICEF UK Ambassador Dermot O'Leary and UNICEF UK High Profile Supporter Alex Scott. Jermaine Jenas returned as pundit, joined by former Soccer Aid for UNICEF player Big Zuu and former Lioness captain Steph Houghton. Jermaine Jenas also co-hosted *Soccer Aid: Extra Time* alongside Joelah Noble which, for the first time, was

broadcast straight after the match on ITV4 and ITVX.

UNICEF UK President Olivia Colman, UNICEF UK High-Profile Supporters Martin Compston and Alex Brooker, as well as supporters Suranne Jones, Lennie James and Indira Varma all presented short appeal films highlighting how the vital donations to Soccer Aid for UNICEF support children around the world. Martin Compston's half-time film focused on his trip to Bangladesh, where he saw how UNICEF is helping lone children living on the streets. He visited a UNICEF-supported child protection hub which provides a safe space for children to sleep, eat, learn and play. Alex Brooker's visit to UNICEF's disability inclusion programmes at Za'atari Refugee Camp in Jordan was covered by three national media outlets.

Soccer Aid Week on ITV, saw Soccer Aid specials of some ITV favourites. Each programme featured a Soccer Aid appeal film, inviting viewers to donate to Soccer Aid. The programmes featured many celebrities, including Sanjeev Bhaskar, Brian McFadden and Joel Corry.

ELAN'S CHANCE TO PLAY

After fleeing war in Syria, Elan and her family found sanctuary at Za'atari Refugee Camp in Jordan. Elan was born missing four fingers on her left hand. Through a UNICEF partnership, she has been fitted with a prosthetic hand, 3D-printed in the camp. Elan's new hand has boosted her confidence and hopes for the future. TV presenter and Soccer Aid player Alex Brooker grew up with a similar condition. Elan told him: "I want to show the girls who make fun of my hand. Sometimes it upsets me when they say things. But my mum taught me I have to be strong and have courage."

Thanks to your support for Soccer Aid, UNICEF can work for every child to reach their full potential.



© UNICEF/Boushnek

"When I play, I just feel happy."

Elan high-fives Adam Brooker with her new prosthetic hand at the Za'atari refugee camp in Jordan.



Landiwe snuggles her son Yandisa at the Mbabane Government Hospital in Eswatini.



SOCCER AID FOR UNICEF SUCCESS

Funds raised for Soccer Aid for UNICEF 2019 were matched by the UK Government, enabling UNICEF to provide ventilators and other support for the new Neonatal Intensive Care Unit (NICU) at the Mbabane Government Hospital in Eswatini.

In 2022 Landiwe gave birth to triplets at the Mbabane Government Hospital. They were born at just 25 weeks. Yandisa was the only one to survive, weighing just 730 grammes.

“He was quiet, very small. Sometimes I would cry. The nurses told me I should just be patient,” Landiwe recalls.

In Eswatini, prematurity is a leading cause (35%) of all under-five deaths. Sister Jane Shongwe, who heads the neonatal ward, knew that with the right resources her team could save many precious lives. “The equipment that we needed most were the ventilators that would support the respiratory system for the newborn babies. We were losing a lot of them.”

With this life-saving equipment, the neonatal team can now provide better care and support for premature babies and mums like Landiwe. Yandisa and Landiwe spent five months in the NICU. Today, bonny in his blue teddy bear onesie, Yandisa is a happy, healthy little boy.



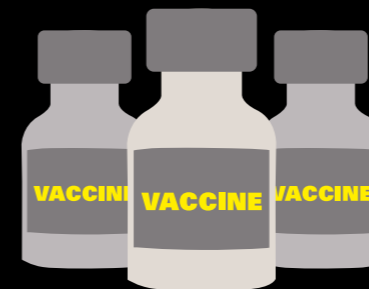
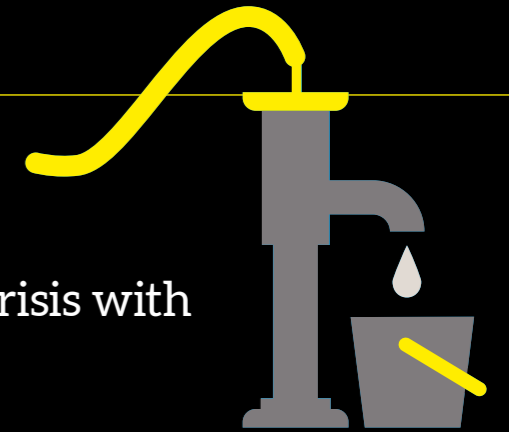
HUMANITARIAN EMERGENCIES

During an emergency, UNICEF's role is to deliver life-saving support 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.

UNICEF responded to more emergencies in 2023 than in any previous year. Millions of children were confronted by humanitarian crises including 460 million children living in conflict zones. Wherever violence occurred – from the State of Palestine to Ukraine, from Haiti to Sudan – children suffered first, and they suffered most. Many were injured, killed or abused. They lost family and friends. Some were recruited and used by armed forces or groups. And many were displaced multiple times, risking separation from their families, losing critical years of education and fraying ties with their communities.

In 2023 UNICEF:

Reached over **25 million** people in crisis with **safe drinking water**.



Helped vaccinate **27 million** children against measles, in emergency contexts.

Supported treatment for more than **3 million** children with severe acute malnutrition.



Provided nearly **14 million** children with access to education in emergencies.

Supported services to prevent, reduce and respond to **gender-based violence** for **9 million** women and children.



In 2023, UNICEF UK committed **£39.4 million** for children in emergencies. This supported humanitarian efforts in **more than 80 countries and territories**.





©UNICEF/EI Baba



Maha, age, 11, sits on the rubble of a house in Rafah, southern Gaza.

GAZA CRISIS

On 7 October, attacks from Gaza into Israel killed around 1,200 people and seized around 250 hostages, including 35 children. The events triggered a concerted military response by Israel, with waves of bombing followed by a ground invasion of Gaza, one of the world’s most densely populated areas. More than 1 million children in Gaza are caught in the conflict, marked by widespread destruction, relentless attacks, displacement, and severe shortages of essential necessities such as food, water, and medicine.

Since October, reports state at least 29,000 Palestinians have been killed in Gaza, 70% of them women and children, and more than 67,000 injured, including at least 11,400 children. Thousands more children are reported missing and are likely to be under the rubble of destroyed buildings.

Around 1.79 million people have been forced to leave their houses, with many of them sheltering in schools, hospitals and other informal shelters. More than 370 schools have been damaged in the attacks, as well as 27 of the 39 hospitals.

Recent analysis indicates that more than half a million people are facing catastrophic conditions in Gaza, experiencing extreme lack of food and exhaustion. As the risk of famine continues to increase, all children under five – an estimated 335,000 children – are at high risk of severe malnutrition and preventable death.

In 2023 UNICEF and partners:

- > Provided over **1.3 million people** with access to safe, clean water
- > Delivered medical supplies for over **500,000 people**
- > Reached over **65,000 children** and caregivers with protection and psychosocial support
- > Ran recreational activities to support over **50,000 children**
- > Provided emergency cash transfers to help meet the critical needs of over **70,000 households**.

UNICEF was already engaged with emergency response in the State of Palestine, both in Gaza and the West Bank, and continues to work tirelessly to address the escalating needs of children and families affected by the crisis.

Media landscape

Our social media channels played a vital role in driving awareness of our Children in Gaza appeal. We highlighted UNICEF’s calls for a ceasefire, to release hostages and protect all children from harm. We also shared content from Gaza to inform viewers and provide updates on how UNICEF was helping in the crisis. Eighteen UNICEF Goodwill Ambassadors, UNICEF UK Ambassadors and High-Profile Supporters reshared UNICEF content on the Gaza crisis, with a combined reach of 136 million.

Over the appeal period, Instagram followers increased by 2,866 and Facebook followers by 1,338. Our posts reached 827,778 people, with over 1,700 link clicks to our donation page.

> £7 million for families

By the end of 2023, UNICEF UK had raised £7 million for the State of Palestine emergency appeal, enabling UNICEF to respond dynamically to the evolving requirements of the crisis through the humanitarian pauses, interruptions of water and power, ongoing bombardment of health facilities, mass displacements and other events that affected the needs of children.

Since the escalation of the conflict, UNICEF has featured across mainstream news on an almost daily basis, securing around 2,230 pieces of coverage in 2023. Highlights include UNICEF Executive Director Catherine Russell on BBC Radio 4’s *Today Programme*, briefings from UNICEF Spokesperson James Elder with Channel 4 News, Sky News and The Guardian. As the crisis evolved, we worked on bespoke packages for ITV, securing headline coverage on the News at 6 and News at 10, and working with The Telegraph to cover maternal and neonatal health inside Gaza.



Fundraising campaign

Our fundraising campaigns on digital channels, press, email, SMS and mail raised £6 million for the Gaza appeal in 2023, with a further £1 million being raised through our partnerships. We expanded to new channels, running radio ads and gained high-impact television advertising spots such as Channel 4 News and ITV News. More than 66,000 people kindly and generously donated to support children in Gaza in 2023.

Advocacy

Following the initial escalation of the conflict, we started providing regular briefings on the humanitarian situation in Gaza to parliamentarians from all the major parties. We also helped to facilitate meetings between UNICEF colleagues in Egypt and Jordan, and high-profile UK politicians during their visits to the region.

CHILDREN OF GAZA CRISIS APPEAL

unicef for every child

Registered with FUNDRAISING REGULATOR

OVER 2,000 CHILDREN KILLED. MORE THAN 5,000 INJURED. TIME IS RUNNING OUT.

People in Gaza are running out of food, water, electricity, and medicine. Help us get urgent, life-saving supplies to children in Gaza by donating now.

Children are bearing the brunt of this brutal conflict. Please help protect children in Gaza during this devastating crisis.

£39 COULD HELP PROVIDE A FAMILY WITH AN EMERGENCY WATER AND HYGIENE KIT.

Hundreds of thousands of children are affected by the catastrophic situation in Gaza and Israel. Violent conflict is taking a terrible toll on the lives of children and families.

HOW TO HELP: Fill out the form below, visit unicef.uk/gaza-thei or scan the QR code

EVERY SINGLE CHILD, NO MATTER WHO OR WHERE THEY ARE, MUST BE PROTECTED.

unicef for every child

> Our fundraising campaigns raised £6 million for children affected by the Gaza Crisis. A further £1 million was raised through our partnerships.

> Our social posts reached 827,778 people, with over 1,700 link clicks to our donation page.



“Becoming an orphan has turned my life upside down.”

Razan, age 11, Gaza.

RAZAN'S STORY

Aged 11, Razan's life changed course forever. She lived with her family in Al Zaytoun, the Olive Trees Quarter in Gaza City. A few weeks into the conflict, her family was waiting in her uncle's house for a taxi so they could evacuate.

“We were sitting on the mattress, suddenly, everything around me was filled with dust and stones. Then they took me to the hospital and amputated my leg.”

Her parents, a brother and two sisters were killed, and she was badly injured by the explosion. Doctors were forced to amputate her left leg because they couldn't treat it appropriately. It became infected. Razan was treated first at Al-Shifa Hospital – which later was forced to close – and then she had to move to Deir Al-Balah further south, and then to Rafah, southern Gaza.

Her uncle and aunt are taking care of her in their latest home in a tent. UNICEF State of

Palestine Chief of Communication Jonathan Crickx, met Razan and other children who've lost parents in the war. “Razan, like most of the children who went through such a traumatic experience, is still in shock. Each time she recalls the events, she falls in tears and gets exhausted. Razan's situation is also particularly distressing since her mobility is severely limited and specialised support and rehabilitation services are not available.”

UNICEF and partners have provided mental health and psychosocial support for more than 40,000 children and 10,000 caregivers since the beginning of the conflict. Jonathan said, “It is really a relief to see children play, draw, dance, sing and smile. It helps them to cope with the terrible situation they are going through.”

“I wish this war reaches an end soon, and I could get good treatment that would help me live my life as normal as it can be again.”
Razan, age 11



©UNICEF/Secker



Above: Semiha comforts her granddaughter Sidra, age 10. Sidra's father and sister died in the devastating earthquakes in Türkiye. Sidra and her mother, Sernaz, were trapped beneath the rubble for 18 hours. Despite having a broken back, Sernaz comforted her daughter with songs and stories and tried to keep her warm.

TÜRKIYE-SYRIA EARTHQUAKES

On 6 February 2023, a devastating 7.8 magnitude earthquake and a series of strong aftershocks struck Türkiye and Syria, killing more than 55,000 people. Millions were affected by the deadliest natural disaster in the region for centuries.

The earthquakes left more than 1.5 million people homeless and caused widespread damage to schools and other essential infrastructure. Children were without access to essential services including safe water, education and medical care. In Syria, where children already faced one of the most complex humanitarian situations in the world, more than 2,100 schools were affected by the earthquakes, disrupting the education of hundreds of thousands of children.

By early August, an estimated 1.6 million people were still living in informal sites, in tents or makeshift shelters with limited or no access to services. An additional 800,000 people were living in tents or containers in more formal settlements across earthquake-affected areas.

In 2023 UNICEF:

- > **Provided 2.5 million people** with water, sanitation and hygiene supplies
- > **Supported nearly 400,000 children** to access education, including early learning
- > **Distributed education materials** for 1.1 million children.

In 2023 UNICEF UK:

- > **Raised £19.2 million** for children and families in Türkiye and Syria, including £2.9 million through digital, SMS, email, press, and mail.

UNICEF's response for children and families

In the immediate aftermath of the earthquakes, UNICEF mobilised supplies and services to support the urgent needs of children and families. Since then, UNICEF has been working to meet families' immediate needs, providing life-saving assistance such as safe water, hygiene kits, and vaccines, as well as psychosocial support and temporary learning centres.

Despite these efforts, the needs of the affected population remain enormous, and the challenges are many and complex. For instance, humanitarian support was vital to support displaced children and families through the cold winter months.

easyJet

Within 72 hours of the devastating earthquake hitting Türkiye and Syria, easyJet and UNICEF had launched an emergency appeal across easyJet's entire European network. The appeal rapidly raised £391,000 for UNICEF's emergency response, providing life-saving supplies for children and families in urgent need.

easyJet's emergency appeals formed the backbone of our successful partnership in 2023, with the partnership raising more than £800,000 for emergencies around the world as well as for UNICEF's global education programmes supporting knowledge and skills development.



RECOVERING FROM SHOCKS

The market in Atmeh, northwest Syria, near the border with Türkiye, is bustling with traders striving to make ends meet as they recover from the catastrophic earthquakes and aftershocks that rocked the region in early February 2023.

As you exit the marketplace, a new sound fills the air – children singing. It spills from classes designed to bring fun, learning and a sense of safety and structure for children affected by the earthquakes and long-running conflict.

Hanan, 10, says “My teachers have given me more courage to be here and to play with other children with no problems or the fear that I used to have.”

Teacher Safa, “When Hanan first came she found it difficult to interact with her peers”. Like so many children here, Hanan has been trying to come to terms with the devastation wrought by the earthquakes. Learning spaces like these are providing a vital lifeline back to happiness and play.

Right: Hanan (right) and Sara, age 10, are best friends. Despite the earthquake and conflict, they are continuing to learn at a UNICEF-supported informal school in Atmeh, Syria.



“My teachers have given me courage to be here and to play with other children with no problems or fear that I used to have.”

Hanan, 10, Idlib, 2023.



© UNICEF/Mohammed



Above: Rahaf, 10, plays with UNICEF worker Sara Awad at a gathering point in Madani, east-central Sudan. Rahaf is one of about 4 million children displaced by the emergency in Sudan.

SUDAN

In April 2023, conflict escalated between the Sudanese Armed Forces (SAF) and Rapid Support Forces (RSF), forcing over 7.6 million people, half of them children, to flee devastating violence and produce the world's largest child displacement crisis. 13.6 million children are in desperate need of humanitarian support. Children in Sudan were already critically vulnerable, with the highest rates of life-threatening severe acute malnutrition in the world. Frequent droughts and highly variable rainfall drive one of the highest rates of climate risk for children. The protracted conflict fuels a crisis that has received little media or donor interest throughout 2023 – only 18% of the funding needed has been donated.

UNICEF mobilised swiftly in both Sudan and Chad. We're providing water, essential medicines and malnutrition treatment for children, helping with immunisation and providing child protection services.

In 2023, despite multiple challenges with underfunding and restricted access, UNICEF and partners reached:

- > More than 6.4 million people with health supplies
- > 5.9 million people with safe drinking water
- > 5.4 million children with malnutrition screening – almost 313,400 received life-saving treatment
- > 870,100 people with psychosocial counselling, learning, and protection support
- > 300,000 people with cash, information and services.

RAODA FLEES WITH BABY KOUKAI

When conflict escalated in Sudan, the Government of Chad and humanitarian agencies made plans to accommodate displaced people. More than 550,000 Sudanese people arrived. Many have harrowing stories, like Raoda, who reached the refugee site in Adré, eastern Chad, close to the border.

"[The militia] attacked my village in Darfur. They shot at everyone, including children, especially boys. My husband was not at home. I gathered my children. We hid, then fled.

"We just followed other people on the road. We had only the clothes we were wearing. Without water or food, we walked all day and night. I still don't know where my husband is."

We met Raoda with her youngest child Koukai, age 7 months, at the UNICEF nutrition unit in the Adré refugee site.



Above: Raoda comforts her daughter Koukai.

"When my youngest child was ill, I went to the UNICEF-supported mobile clinic, and they referred me here. Koukai was malnourished. I was allowed to sleep here with her during the treatment and I received a meal three times a day for nine days. Thank God she has now recovered, so today we will leave the unit. I don't quite know what to do. My first goal is to survive and take care of the children. And I hope for peace."

© UNICEF/Dejongh



© UNICEF/Flippoov



Bohdan, age 11, in Izyum, Ukraine

In 2023 UNICEF:

- > Reached 8.76 million people with humanitarian assistance
- > Over 5 million children able to access primary health care
- > 5.4 million people provided with safe water
- > 2.5 million people reached with mental health support
- > 1.3 million children supported to access education.

In 2022 UNICEF:

- > Raised £55.7 million for families affected by the war.

UKRAINE

In February 2022 the conflict in Ukraine escalated, 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 3.7 million people are internally displaced within Ukraine. In the chaos of war, many families have been forced to separate.

In 2023, despite declining media attention, the war in Ukraine continued to have horrific consequences for children. More than 4.1 million children are still in need of humanitarian assistance across the country. Public services including schools, hospitals, and water supply have been damaged and destroyed. More than 2,300 schools are closed for safety reasons, and half of all students are reliant on online or blended education. Intensified attacks from December 2023 have cut off water and electricity for hundreds of thousands of people.

BOHDAN KEEPS WARM

Bohdan, age 11, lives in Izyum, eastern Ukraine. The city has been almost totally destroyed by two years of conflict. Last year, his school was shelled and is now closed.

"The war changed my life. I avoid places where there could be mines. Before the war, everyone was happy and kind. Now everything is broken, and there's no one left. Many of my friends have fled. Sleeping in the kitchen is warmer because of the stove."
Bohdan

Most of Bohdan's grandmother's pension is spent buying firewood to heat the family home. Thankfully, Bohdan received a set of winter clothes from UNICEF to help him stay warm.

In June 2023, UNICEF launched an immediate response to the destruction of the Kakhovka Dam, providing life-saving support to more than one million people. We also ramped up our response for the freezing

winter months, reaching 45,416 children with winter clothing kits and 14,548 children with cash assistance to meet critical needs, such as heating, food and blankets.



KIRA AND STELA

Kira, 16, and her Romanian friend Stela, 15, have become best friends at a hub for Ukrainian refugees supported by UNICEF in Cluj-Napoca, Romania. The hub became a haven for Ukrainian children, who come to study and take part in activities.

"We came to school at the start of the year, but we didn't talk to each other at the beginning." Their friendship began at a football game. Kira was seriously impressed by Stela's goal. "Wow, that was cool," Kira said.

"I like that this friendship is based on honesty. Even though we are similar in many ways, we are also kind of different. For example, I am calmer sometimes, and Kira has more energy," Stela explains.



Above: Mwayuma and her daughter collect water from a pump installed by UNICEF close to their home in Tanganyika, eastern DR Congo. Mwayuma has been displaced by conflict from her village several times over the past 10 years.

CHILDREN'S EMERGENCY FUND

The Children's Emergency Fund provides flexible, dynamic funding, allowing UNICEF to deliver humanitarian support whenever and wherever needed, even when crises don't make the news. The Fund allows us to prepare for emergencies, pre-position supplies in vulnerable regions, assess and respond rapidly when an emergency happens, and support communities to recover quickly and build resilience to future emergencies. It is absolutely essential for UNICEF's ability to reach the most vulnerable, crisis-affected and forgotten children.

In 2023 UNICEF UK:

> **Committed over £7 million** for the Children's Emergency Fund, supporting children in countries such as Afghanistan, Chad, the Democratic Republic of the Congo, Haiti, Myanmar, South Sudan and Yemen.

In 2023, the Children's Emergency Fund supported children across a wide range of emergencies, allowing UNICEF to respond equitably and ensure that children caught in under-reported emergencies received assistance. Among these were countries such as Afghanistan, Chad, the Democratic Republic of the Congo, Haiti, Myanmar, South Sudan and Yemen. Many of which often end the year with huge funding gaps, limiting UNICEF's capacity to respond for children in these crises.

Overall, UNICEF UK saw further positive steps forward for flexible emergency funding in 2023, with the Children's Emergency Fund being the fourth-highest funded appeal, raising just under £26 million. UNICEF UK was the second highest National Committee donor to this fund, committing over £7 million for the Children's Emergency Fund.

HEALTH CARE IN HAITI



Anne-Djouaïka, 9 months, is weighed at a UNICEF-supported health clinic and vaccination centre in Toirac, western Haiti. Her dad Claudy cuddles her as she gets her vaccinations. The home Claudy built was destroyed in a 2021 earthquake, and the family live in a temporary shelter.

"I'm doing everything I can to offer my daughter a good childhood. She may not have everything, but she will have what she needs."



CHILD HEALTH

Every day, around 6,300 babies die in their first month.

In 2021 there were 18 million children without any vaccinations, up 5 million since 2019.

In the 15 countries worst affected by the global food and nutrition crisis, 8 million children have severe wasting, the deadliest form of undernutrition.

Worldwide, 10–20% of children and adolescents experience mental disorders. Only 35% of countries have national child or adolescent mental health policies.

**£12.6
MILLION**

In 2023, UNICEF UK committed £12.6 million for UNICEF's child health programmes around the world.

In 2022 UNICEF helped provide:

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

**LIFE-SAVING
THERAPEUTIC
FOOD**



Vaccines for 45% of the world's children. Vaccines save the lives of 3–5 million children every year.

Trained almost 405,000 health workers to improve essential maternal, newborn and child health services.



Reached more than 4.5 million children with mental health services and programmes.



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FIRST MALARIA VACCINES

Rollout of the world's first malaria vaccine began on 21 November 2023, with 331,200 doses arriving in Yaoundé, Cameroon. This historic step could be a game-changer in tackling malaria, hopefully saving the lives of hundreds of thousands of children each year.

Every minute, a child under five dies of malaria, transmitted through bites from infected female *Anopheles* mosquitoes. In 2021, there were 247 million malaria cases globally, which led to 619,000 deaths. Of these deaths, 77% were children under the age of 5, mostly in Africa.

In 2023, UNICEF delivered 6.23 million doses of the malaria vaccine to seven countries – Burkina Faso, Ghana, Kenya, Malawi, Niger and Sierra Leone. UNICEF plans to make 18 million doses available over the next three years.

Above: On 22 January 2023, Eyenga Abodo, held by her mother Mbazoa, was one of the first children in Cameroon to be vaccinated against malaria.

In 2023 UNICEF UK:

> Reached more than 70,000 supporters during World Immunisation Week.

> 13,000 people supported our petition calling for action to protect child health.

FUTURES AT RISK CAMPAIGN

The systems that keep children alive and healthy are cracking under the pressure of global crises. The combined effects of conflict, climate change and the rising costs of living around the world have taken hold, especially in lower-income countries.

The evidence shows us that without swift action – investing in vaccines and health, nutrition, water and sanitation – 40 million children and young people will die over the next seven years. *Our Futures at Risk* campaign calls on the UK Government to make long-term strategic commitments and allocate funding to strengthen child health systems around the world.

UNICEF UK worked throughout 2023 to influence the UK Government's commitments to protect child health globally, starting with a milestone policy briefing on actions to avert preventable child deaths.

power of vaccines on ITV's *Good Morning Britain*. We also reached more than 70,000 supporters, 1,724 of whom communicated with their MP.

World Immunisation Week

In April, we formally relaunched the Futures at Risk campaign to coincide with World Immunisation Week and the publication of UNICEF's *State of the World's Children* flagship report that focused on declining rates of immunisation. There was widespread newspaper and broadcast coverage, with UNICEF UK Ambassador David Harewood fronting the campaign and advocating for the

White Paper on International Development

In our submission to the UK's International Development White Paper, we strongly advocated for anticipatory action and substantial commitments to strengthen essential services, such as health, education, social protection, water and sanitation. In November, we welcomed the new White Paper on International Development.



Above: Birke is nine months pregnant and goes for her check-up with health-worker Workitu in Oromia, Ethiopia. Earlier in her pregnancy she was tired, weak, and had blurred vision. Workitu gave her multiple micronutrient supplements. "Within a week, all symptoms vanished," says Birke.

NUTRITION

Undernutrition is responsible for nearly half of all deaths of children under five, so this was a key focus for the *Futures at Risk* campaign in 2023.

In 2023 CIFF and UNICEF:

> Supported \$100 million co-investment in the Child Nutrition Fund

Advocacy for child nutrition

In early April, we hosted four parliamentarians on a trip to Ethiopia to witness first-hand the challenge of child malnutrition. On return, two of them spoke at a Westminster Hall debate on the East Africa crisis. We then focused our influencing efforts on the Global Food Security Summit, co-hosted by the UK, that took place on World Children's Day (20 November). In the run-up to this key event, we hosted two policy roundtables, bringing together sector and Government colleagues to discuss sustainable ways to invest in child nutrition. In December, we co-hosted an event showcasing the Fight Against Global Malnutrition in Parliament. UK Minister of State for Development and Africa, Andrew Mitchell, gave opening remarks at the event that also featured speeches from Baroness Liz Sugg and UNICEF Somalia Representative Wafaa Saeed, a video from UNICEF UK President Olivia Colman, and a photography exhibition. We also submitted written evidence to the International Development Committee's inquiry into the UK Government's work towards achieving SDG2: Zero Hunger.

Meanwhile, UNICEF UK's Chief Executive Jon Sparkes and Vice-President Lord McConnell visited nutrition and climate programmes in Kenya, where they saw

ready-to-use therapeutic food being made at a local factory and met parents and their children receiving this treatment for malnutrition. They also saw the work of community health promoters who focus on preventing and detecting malnutrition as early as possible. This trip brought to life some of the key priorities of the Child Nutrition Fund, jointly managed by UNICEF, to which the UK Government pledged £16 million.

Children's Investment Fund Foundation

In 2023, UNICEF UK continued to grow its transformational partnerships with the Children's Investment Fund Foundation (CIFF), helping to protect children from hunger and malnutrition. UNICEF and CIFF are co-investing \$100 million into the Child Nutrition Fund focused on reducing child wasting, the most extreme form of malnutrition. The Child Nutrition Fund specifically aims to reach 250 million children around the world with services for the early prevention and detection, as well as treatment, of child wasting by 2030.

In addition to the Child Nutrition Fund, work also continued in Ethiopia, where CIFF is aiming to provide 400,000 pregnant women with multiple micronutrient supplementation.



UNICEF is strengthening the food and nutritional resilience of families in Tanganyika, eastern DR Congo. Local farmers are supported to grow soya beans, corn, sorghum and wheat. And UNICEF is also supporting a processing plant to make high-nutrient flour from the grains to prevent and treat malnutrition.



THE POWER OF NUTRITION

In 2023, The Power of Nutrition partnership generated over US\$6 million (around £5.1 million), creating huge impact for children and families across Benin, DR Congo, India, Liberia, Bangladesh, and Ethiopia.

In December 2023, the three-year Working to Improve Nutrition at Scale (WINS 2) programme in Liberia ended. WINS 2 brought a co-investment of \$10 million in services across every stage in a child's development, including antenatal care:

- community and hospital treatment for Severe Acute Malnutrition (SAM)
- adolescent counselling services on nutrition
- maternal nutrition and antenatal care services
- community-based mothers' groups focusing on infant and young child nutrition support.

Liberia

Colleagues from UNICEF UK and The Power of Nutrition visited the UNICEF Liberia nutrition team in March to see the impact of the WINS programme. They met local and national Government personnel and

celebrated the achievements of the Scale Up Nutrition Network. UNICEF chairs the Network, which now reports to the Vice President's Office.

DR Congo

In December, the partnership launched a new programme in the Democratic Republic of the Congo (DR Congo). This work will promote sustainable diets, services and practices to reduce malnutrition among women, adolescent girls and children. The programme is set to generate a co-investment of \$8 million to the partnership, aiming to reach over 2.5 million women, girls and children over three years.

Bangladesh

In September, colleagues also visited the programme in Bangladesh which focuses on improving maternal nutrition services. Delegates saw community and clinic-based activities for low birthweight babies, and community-based activities for antenatal care, nutrition counselling and kangaroo care (skin to skin). They saw innovative satellite clinics working with existing health services to include antenatal care. The visit coincided with the first National Conference on Maternal and Adolescent Nutrition organised by UNICEF and the Government, in Dhaka. The hugely successful conference highlighted the Government's engagement in nutrition across Bangladesh.



Catarina and her five-year-old son Wilter live in Matola, southern Mozambique, where she is a peer mentor. She helps adolescent girls and young women who are living with HIV to access services.

While pregnant with Wilter, Catarina received anti-retrovirals enabling Wilter to be born without HIV.

HIV AND AIDS

Around 2.6 million children and adolescents have HIV. Girls and young women account for three-quarters of all new infections globally among those aged 10–19. More than 80% of new infections occur in sub-Saharan Africa, where it is a leading cause of death among young people.

UNICEF estimates that 3.4 million HIV infections in children have been prevented since 2000. Coverage of HIV testing and treatment for infants has improved dramatically. New testing tools are more widely available, and the introduction of paediatric dolutegravir anti-retroviral formulations mean that children's treatment options match the best adult medicine. However, children and adolescents still fare worse than adults. Globally, only 57% of children with HIV (aged 0–14) have access to life-saving anti-retroviral therapy, compared to 77% of adults.

The Paediatric Breakthrough Partnership

ViiV Healthcare Positive Action continued to support the Paediatric Breakthrough Partnership that further enhances UNICEF's HIV and AIDS programmes in Mozambique, Nigeria and Uganda. The Partnership aims to improve access to HIV testing services, including community-based testing and counselling services, to reduce HIV-related stigma and discrimination, and to prevent the virus passing from mother to child. It also supports the strengthening of health systems, the development of national HIV strategies, and the expansion of HIV prevention and treatment services. With ViiV Healthcare's investment, we have made significant progress in these areas. In 2023, we supported 168,525 people.

BREAKTHROUGH IN UGANDA

In Karamoja, north-east Uganda, tests showed that four-year-old 'AB' had an unsuppressed viral load of 6,000 viral copies per millilitre of blood. With Breakthrough Partnership support, the clinical team traced the child's address and contacted their parents. A social worker and peer supporter made a home visit and noted the challenges facing the family so they could improve and enable AB's care plan. Their family received training and counselling on caring for a child with HIV. AB now has a suppressed viral load of fewer than 50 copies/ml.



Elena, left, a former Youth Advisory Board member, and Arlo Parks collaborating on a poem for World Mental Health Day, 10 October.

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MENTAL HEALTH

Half of all mental health conditions start by the time a child reaches the age of 14. Most cases are preventable, not inevitable.

Globally, more than 1 in 7 adolescents aged 10–19 are living with a diagnosable mental disorder, and the COVID-19 pandemic has only exacerbated concerns about the mental health of a generation of children.

However, while most cases are treatable, many go undetected and untreated. Access to mental health services for children is limited.

World Mental Health Day

UNICEF High Profile Supporter Arlo Parks collaborated with three members of our Youth Advisory Board to co-author a poem on the theme of healing for World Mental Health Day. Drawing on Arlo's distinct poetic style, this piece helped to elevate the voices and priorities of young people around mental health. A special animation of the poem, read by the Youth Advisory Board, featured alongside an exclusive interview with Arlo in GUAP magazine.

Jo Malone London

In 2023, we were delighted to launch a new, multi-million-pound partnership with Jo Malone London, providing \$4.5 million over two years to support UNICEF's work

to protect and promote mental health and wellbeing for children, young people and caregivers around the world. Jo Malone London customers can also support children's mental health by purchasing charity candles and donating at checkout. Employees are also involved in fundraising activities.

In September, as a member of the UNICEF-led Global Coalition for Youth Mental Health, Jo Malone London also participated in a panel event during the UN General Assembly in New York, supporting efforts for children's mental health.

To mark World Mental Health Day on 10 October, influencer @itslennnie produced original social media content for the partnership, which was shared with millions of people around the world.

NAGHMA BEGINS TO HEAL

Naghma, age 7, enjoys being with her friends at the child-friendly space in Paktika, eastern Afghanistan, set up following the June 2022 earthquake.

Naghma lost her father and her home in the earthquake. The UNICEF child-friendly space is helping her heal, with toys, friends, games, and lessons to occupy her.

"It makes me sad when I think about how I lost my house, but now I have this class to go to. I have learned many things. I go there every day and I am happy. My brother is also happy and is going to school. I even received coloured pencils and a notebook, but I would really like a bag."

Immediately after the earthquake, UNICEF deployed 30 social workers to help children and families cope with trauma, and to provide psychological support. One year later, these social workers are still active at 24 child-friendly spaces in earthquake-affected communities.



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Above: On 6 December 2023, UNICEF Goodwill Ambassador and Ugandan climate activist Vanessa Nakate introduces a press conference by UNICEF Youth Advocates during the UN Climate Change Conference (COP28) in Dubai, United Arab Emirates.

CLIMATE CRISIS

One billion children – nearly half of the world’s children – live in 33 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. While progress has been made developing child-sensitive, climate and disaster resilience policies and programmes, funds to implement these are needed.

UNICEF analysis (2022) shows that:

- More than three-quarters of UN humanitarian appeals involve an extreme weather event, up from just over one-third in 2000.
- In 2021 23.7 million people were displaced due to disasters.
- Around 600,000 children under age 5 die each year from respiratory infections related to air pollution.

In 2023 UNICEF UK:

> committed £1.2 million for a safer and cleaner environment for children.

UNICEF is the global leader in climate action for children.

Reaffirming our commitment, we launched our global Sustainability and Climate Change Action Plan 2023–2030 setting a new strategic direction, based on three objectives:

1. Protect children’s lives and the resilience of their communities by adapting essential services to a changing planet.
2. Support every child with the developmental opportunities, education and skills to be a champion for the environment.
3. Reduce UNICEF’s environmental footprint, support partners to do the same, and advocate for the fulfilment of ambitious international sustainability and climate change agreements.

Engaging children and young people on climate, environment, sustainable energy and Disaster Risk Reduction action is one of UNICEF’s most widespread programmes, reaching 122 countries by 2023.

COP28

The 28th UN Climate Change Conference (COP28) in Dubai saw UNICEF lay the foundations to achieve our ambition to make COP30 in Brazil (2025) the first Children’s COP. COP28 was a success for children. UNICEF played a crucial role in ensuring that all key decisions made around the three key pillars of climate

action – mitigation, adaptation, and loss and damage – included extensive references to the need to consider the unique vulnerabilities and needs of children in climate policy and practice.

For the first time, a global goal on climate change adaptation was defined, recognising the importance of making essential services such as water and sanitation, education, food security, and health resilient to climate change.

In 2024 the first official expert dialogue on children and climate change will take place, paving the way for further concrete decisions on child-sensitive climate action at COP29 and COP30.

Wellcome Trust

With Wellcome Trust’s support, UNICEF seeks to leverage the post COP28 momentum and in advance of COP29 to ensure that children’s health is at the forefront of the agenda for key decision-makers. We will help advance this agenda by producing an impactful, data-driven advocacy product focused on the impacts that climate hazards and environmental degradation have on children’s health. Messages and calls to action will be disseminated to key stakeholders across a range of communication channels, as well as through UNICEF National Committees and/or country offices in targeted countries to drive engagement with government, the private sector, and civil society organisations. UNICEF will also support youth advocacy efforts to ensure that the voices of those whose health is most affected by climate change are well represented.



OutRight

Our annual OutRight campaign aligned with our broader climate campaign, focusing on children’s rights in a changing climate and the importance of finding solutions to the climate crisis. Over 1,800 teachers and youth workers signed up to OutRight, supporting more than 54,000 children and young people across the UK to learn about their rights and speak out on issues they care about.

Our campaign was filled with hope and solutions, and children and young people found innovative ways to embed climate solutions into their settings. Graeme High School in Falkirk used the learning from OutRight as part of The Green Team Eco Group and outlined how they have been defending their rights and calling for action. They have been speaking with local MPs to support more bins in the local area and encouraging other schools to take part in local litter picks. They explained that they feel compelled to act because “we are



Above: Primary school teachers’ pack for OutRight.

the children of the world, and this is the country we are going to grow up in.” UNICEF UK High-Profile Supporter Cel Spellman continued his support for OutRight, filming guided meditations for schools to encourage students to take a breath and spend more time outdoors.

World Children’s Day

To mark World Children’s Day (20 November) around 5,000 children and young people taking part in OutRight joined our interactive online event. This year’s event included learning about youth involvement in climate-adaptation action in the Philippines and Mozambique. A Rights Respecting School joined us to present the local actions they’ve been taking in their community and answer questions from the audience. The event also included a lively Q&A on climate adaptation with UNICEF UK’s Senior Policy Adviser Debora Leao.

Advocacy

We started sharing evidence of the impacts of climate change on children with parliamentarians and officials. In our submission to the UK’s International Development White Paper, we strongly advocated for anticipatory action and substantial commitments to improving the resilience of essential services, such as health, education, social protection, water and sanitation. In November, ahead of COP28, children sent ‘Good luck’ cards to the Minister of State for Climate, along with a letter setting out our main asks of the Conference.



SOK MOM AND CLIMATE SMART

In Cambodia, Sok Mom and her family were struggling to find clean water in the face of floods and droughts. In the villages around the mighty Mekong River, the impact of the climate crisis has become all too clear. “The dry season is longer and hotter than ever,” says Sok Mom, who lives close to the riverbank with her young family. “The rainy season is becoming more and more unpredictable.”

Last year, floodwaters from the Mekong poured into her home. Her two sons, Seyha and Vatana, became badly ill with diarrhoea. “We were so worried,” Sok Mom says today. Working with local partners, UNICEF installed a new climate-smart system for the community that means safe water is now always on tap, regardless of flood or drought.



Above: Thokozani Aliko, age 11, and Joyce Peter, 13, draw safe water from a solar-powered water pump at Chitole Primary School, Malawi.

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 in more than 100 countries, as well as promoting safe hygiene practices.

In 2023 UNICEF UK:

> committed £3.5 million to water, sanitation and hygiene for children and families.

Water solutions

UNICEF is working on innovative solutions to tackle the impacts of climate change on water supply and quality. From 2019 to mid 2023, UNICEF constructed more than 6,100 solar-powered water systems, providing sustainable and climate-resilient services for communities, health-care facilities and schools.

Two of UNICEF UK’s partners are part of this exciting global effort and are helping drive the work forward. Support from the technology company Arm has enabled 11,569 people in 25 villages in Malawi, including 3,693 students from three schools, to gain access to solar-powered water supplies. Sensors have also been installed to monitor underground water levels, to signal early warnings of drops in the water table that can lead to water shortages. Data is sent via satellite to a central hub where breakdowns or drops in service can be monitored remotely and rectified quickly by dispatching a team of engineers to investigate and repair any fault.

In Madagascar, the Eleva Foundation supports the installation of solar-powered water supplies in three villages, as part of the innovative eco-villages programme, aiming to create fully climate-resilient communities by the end of 2024. The systems in these villages provide drinking water and support household livelihoods and nutrition by including additional micro-irrigation schemes for small scale agriculture, helping to combat drought induced by climate change.

Valuing sanitation workers in India

In 2018, Domestos-Unilever and UNICEF began a collaboration to support the Government of India’s work to extend safely managed sanitation services to the entire population.

The ongoing management of existing services is as important as installing new infrastructure. A key challenge is the social status and working conditions of the people who carry out this vital work.

During 2023, more than 2,300 senior trainers across 16 States gained knowledge on community sanitation and the requirements needed for communities to gain open-defecation-free status. These senior trainers upskilled 14,886 sanitation workers on maintaining toilets. This has also helped progress towards a professionalisation of the roles to reduce stigma and related discrimination.

Throughout 2023, UNICEF supported the Government’s campaign to promote healthy – and life-saving – sanitation choices, including through social media and youth groups, helping to reach 21 million people.



ODISHA'S WASTE WARRIORS

The UNICEF and LIXIL Make a Splash! partnership is working to build a viable sanitation and hygiene ecosystem for 3.5 million people in the states of Bihar and Odisha, eastern India. From 2018 the partnership helped to improve sanitation and hygiene for 2.9 million people in Ethiopia, Kenya, and Tanzania. In 2022 it expanded to India, Indonesia, and Nigeria.

In India, UNICEF is working to make sure every community is served by safely managed, sustainable sanitation systems – including 180 million rural households. Key to the programme is a large network of women-led, self-help networks.

In Odisha, Lili (left), Summati Mohapatra and Baby Mohrana play a crucial role in the hygienic and environmentally safe management of waste collected from household and community toilets in their village. This protects children and families from life-threatening diseases.





CHILD EDUCATION

Around the world, millions more children go to school than in decades before; but not every child is learning. And not every young person is prepared with the skills they need to secure their futures.

Globally, over 600 million children struggle with basic reading and arithmetic. The lack of trained teachers, inadequate teaching materials and poor infrastructure prevent learning. These deprivations are compounded when students are hungry, forced from their homes, or arrive for their lessons tired from work or household chores.

Education and skills training are powerful drivers of economic growth. But many children and young people do not receive the training they need to join the workforce, become entrepreneurs and contribute to their families, communities and the world.



Nearly **260 million** children and adolescents are **out of school** across the world.



Pre-primary education creates a vital learning foundation in children's early years. But more than one in three children are not accessing education at this vital stage of life.



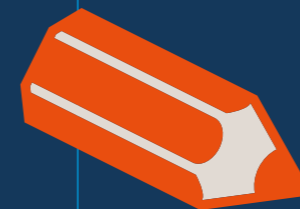
Marginalised children, such as children with disabilities and those living in poverty, are much less likely to attend school.

Two thirds of school-aged children do not have internet access at home, creating a digital divide.



In 2022:

37.9 million out-of-school children accessed education, including 251,565 children with disabilities, 3.1 million children on the move, and 18.6 million children in humanitarian settings.



UNICEF provided **28.3 million children with learning materials**.

13.6 million children accessed education through **digital platforms**.



UNICEF programmes reached **16.1 million adolescents** across 89 countries, including nearly 345,000 adolescents in humanitarian settings.



SHARLYNE AND SOLAR POWER AT SCHOOL

Sharlyne, age 14, recently graduated from Nabulon Girls Primary School in Turkana, northwest Kenya.

Sharlyne shows us around the school's solar-powered water system installed by UNICEF. "These are the tanks. They hold 10,000 litres each," she says, pointing to two large water tanks on a high platform. "It's plenty of water. Once they're full, the tanks can last for three months. Then they pump the water again."

The pump at Nabulon Girls Primary School also provides safe water for a health centre and the local community.

Before the solar-powered system

The solar powered water system has made a huge difference to Sharlyne and her fellow students. "Before the borehole, we used to go and collect water from the river. But we could see crocodiles there and we used to be afraid. Students would get sick because of the dirty water. Once I got so sick that I had to go to hospital for two weeks. I felt so bad. I missed a lot of school."

Next, Sharlyne takes us to the school vegetable garden. "This is our kitchen garden," she says. "We always enjoy watering the plants."

Finally, at the water point, Sharlyne is keen to show off the quality of the drinking water. She leans over and turns on the tap. "The water is so clear and pure," she says. "It tastes so good. Try it!"

Impact of climate change

Despite her upbeat mood, the past few years have been hard for Sharlyne. Her aunt Sophia has taken care of her since her mother died in childbirth, and Sharlyne calls her mum. "It hasn't rained properly for three years," Sophia says. "I used to have five goats, but they all died and now I struggle to find meals. Sometimes the children go to sleep hungry."

Sharlyne also saw the impact of the drought at her school, as girls stopped coming to class. "Some of my friends dropped out because of poverty," she explains. "They were forced into child marriage or got pregnant. I felt so sad for them. I thought that I might have to drop out too but my mum managed to keep me in school."

UNICEF's support

UNICEF has installed 56 solar-powered water systems in schools across Turkana, providing safe water for over 112,000 people. Solar power allows for deeper drilling than hand pumps, providing safe water all year round.

Sharlyne is looking to a brighter future. "I feel so happy that I've joined secondary school and I just hope that I can finish very well," she says with a smile.

"The water is so clear and pure. It tastes so good."

Sharlyne, 14, Kenya.





Climate shocks and education

Every year, 40 million children have their education interrupted because of disasters exacerbated by climate change.

Extreme weather events can damage or destroy schools. Illnesses caused by climate impacts keep children out of school. Hazards such as droughts and floods that are intensified by climate change pose immediate risks to children's lives and health. They also lead to scarcity of resources – which can cause conflicts – and result in children being displaced from their homes and having their education disrupted.

In areas affected by water insecurity, droughts have a direct impact on children's attendance, reducing their time in school to spend more time fetching water, or dropping out of school completely. Even where schools remain open and children continue to attend, climate change can affect children's ability to learn. Scorching heat and inadequate drinking water supplies disturb concentration.

Every child has a right to learn and receive the developmental opportunities, education and skills to be a champion for the environment and the ability to pursue green livelihoods. At the 28th UN Climate Change Conference (COP28) in Dubai, a whole day was dedicated to 'Youth, Children, Education and Skills.' UNICEF called for greater climate finance for education. We demonstrated our commitment and technical expertise to make green skills accessible to marginalised populations, including young people on the move and children with disabilities.

People's Postcode Lottery

Since 2017, players of People's Postcode Lottery have been supporting UNICEF in protecting children's rights across East and Southern Africa. Continuing to learn is critical in a region where conflict, climate change

and inequality disrupt children's access to education alongside unequal and limited access to digital learning.

In the arid and semi-arid regions of Kenya, funding from the Postcode Education Trust helped to address the significant drop in school enrolment partly caused by the longest drought in the region for over 40 years. Together, we are supporting at least 10,000 children and adolescents by providing water in schools, supplying teaching and learning supplies and strengthening disaster risk reduction in local systems. We aim to significantly support enrolment and retention in schools and reduce the cost of education on vulnerable households and caretakers.

Schools built from recycled plastic

Across Côte d'Ivoire, there are around 1.6 million children currently out of school. One of the reasons is a lack of facilities. Even when children are in school, the lack of classrooms results in overcrowding which also hinders their ability to learn. At the same time, plastic waste pollution is a major issue, with 288 tonnes of plastic waste produced every day in Côte d'Ivoire.



Above: Children enjoy learning at their new school made out of recycled plastic bricks in Tchebakro, southwest Côte d'Ivoire.



Above: Yara, age 13, attends a digital skills class at a UNICEF-supported Makani centre in Jordan. She wants to be a psychologist when she grows up.

To address both these challenges, UNICEF is working with the Eleva Foundation and individual donors to harness the power of innovation to improve access to education. By converting plastic waste into bricks, our aim is to increase school enrolment and retention and help children to complete their basic education.

Working with the government and national partners, UNICEF is helping to build 528 classrooms, as well as toilets and washing facilities that especially support girls to stay in school. Following extreme weather events, the classroom designs have been adapted to ensure that they are more resilient to the impacts of climate change in Côte d'Ivoire. This included adapting the roof design to resist high winds. This project is also improving learning outcomes for children through teacher training and the provision of school kits.

Next generation of social innovators and entrepreneurs

Children and young people in Lebanon and Jordan continue to experience a wide range of challenges, including economic downturn and regional and political instability. Coupled with the ongoing conflicts in Syria and Gaza, they face high levels of unemployment and an uncertain future. Those most marginalised in society – women, refugees and children with disabilities – face the greatest barriers to realising their rights and their potential.

Over the past seven years, UNICEF's partnership with a Scottish donor has been helping to transform the lives of young people in Lebanon and Jordan and find hope for their future. This partnership is delivering social innovation and entrepreneurship training, mentorship and seed funding



so that young people across Jordan and Lebanon can gain the skills, opportunities and confidence they need to thrive.

In 2023 in Lebanon, we supported over 1,000 young people with training. We provided seed funding and incubation support for 16 teams of young people, enabling them to prototype solutions in areas ranging from climate change and clean energy to sustainable cities and quality education. In Jordan, we supported nearly 1,500 young people with training and seed funding for 139 new micro-businesses, so that young people are part of building inclusive, sustainable, resilient and economically thriving communities.

Digital learning

The growth of technology and the increasing number of providers offering online learning opens the possibility of learning anywhere at any time. Yet more than half of the world’s children and young people are on the wrong side of the digital divide. Millions of children and young people are not developing the skills they need to break out of poverty.

UNICEF leads on global initiatives to link millions of children and young people with world-class digital solutions. When conflict, disaster, poverty, gender or disabilities keep children from classrooms – digital education can help them leapfrog to a brighter future.

With key partners, we are closing the digital gender divide, connecting every school to the internet, and bringing accessible technologies to children’s fingertips – whether they’re at home, in school or on the move.

Supporting national education systems
Digital learning is central to the transformation of education systems, but most are unable to leverage technology

effectively. The UNICEF and UNESCO Gateways to Public Digital Learning Initiative helps countries create and strengthen national platforms; identify and share best practices; and establish standards to advance national and international goals for education.

Learning Passport

The Learning Passport is UNICEF’s flagship digital learning programme. It launched in 2018 to democratise access to quality education resources through a highly flexible and portable digital education platform. It provides the full range of educational content in different contexts, including formal and nonformal educational settings, with and without internet connectivity. The personalised and accessible learning experience, supports diverse learners, including in remote or marginalised communities, to continue learning anywhere, at any time.

The Learning Passport programme now serves 38 countries, with more than 6 million registered users and offers more than 13,500 courses. In 2023, it launched in seven new countries (Brazil, Eswatini, Ghana, Guinea, Jamaica, Philippines, and São Tomé and Príncipe) and saw significant increases in the number of trained users (2.73 million) and course completions (2.49 million).

It reached children and young people with inclusive, uninterrupted education in conflict zones (such as Sudan and Syria), natural disaster areas (such as the Philippines) and supported refugee learners (including in Egypt and Poland). The Learning Passport now offers two new initiatives: Digital School in the Box, and LP on the Move.

UNICEF UK partners Formula 1, BT and donors in Scotland are generously supporting the global expansion of the Learning Passport so that every child has access to quality digital learning.



DIGITAL LEARNING IN SYRIA

“Digital learning has made the children more excited about coming to class and more engaged in the learning. Their caregivers are as excited as the children about it,” says Hatem, a teacher at a home-based learning point in Al-Hasakeh, northwest Syria.

UNICEF is using the Learning Passport to support learning points based in homes or community spaces. Teachers and community volunteers help children catch up on the learning they missed due to ongoing conflict. In 2023 more than 2,200 children took part across the province of Al-Hasakeh, including in camps for displaced people.

“I’ve been attending the classes for six months. I like learning here and using the tablet. At home, I use my dad’s mobile to revise my lessons. English and Arabic are my favourite subjects.”
Ahmad, age 10



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. Our efforts strengthen child protection systems to help children access vital social services.

During a humanitarian crisis, UNICEF provides leadership and coordination. We focus on protecting children from explosive weapons and remnants of war; reunifying separated children with their families; releasing and reintegrating children associated with armed groups; preventing and addressing gender-based violence; and safeguarding children from sexual exploitation and abuse. We also work with United Nations partners to monitor and report grave violations of children's rights in armed conflict.

Alongside communities, UNICEF accelerates the elimination of harmful practices, such as child marriage and female genital mutilation. We also support governments with policy, legislation and regulatory frameworks that give more children access to social services and justice.

1 in 3 girls around the world will experience physical and or sexual violence in their lifetime



In 2022, the UN verified **27,180 grave violations against 18,890 children** committed by parties to conflict, including children killed, maimed, abducted, and recruited to armed groups.

One in four children under 5 have not had their births registered and lack proof of legal identity.

In 2022:



UNICEF worked with governments and partners to strengthen service delivery systems, enabling **4.7 million children** who had experienced violence to receive health, social work, or justice/law enforcement services.

UNICEF-supported programmes to address gender-based violence benefited almost **9 million people in 75 countries.**



UNICEF helped nearly **10 million children** affected by landmines and explosive weapons.



Family support, education, and skills in Nigeria

The UN Convention on the Rights of the Child recognises the centrality of families in the care of children.

Nigeria has the highest rate of children out of school (10 million) of any country in the world. Many of these children are in the Almajiri system, which requires children to live away from their families to study the Qu'ran. The conditions they live in can be unsafe and exposes them to harms like child labour and exploitation.

UNICEF Nigeria, with support from the Eleva Foundation, has a programme with three aims.

1. Reunite children with their families or find alternative care where this is not possible.
2. Help children access formal education and improve their vocational skills.
3. Provide family- and community-based support and specialised protection services.

1. Family reunification

- UNICEF facilitated the family tracing and reunification of 4,753 Almajiri children across five Nigerian states.
- A further 5,635 children were found alternative care arrangements, including foster and kinship (extended family or friends) care.

2. Education and skills

- Trained social workers assessed the needs of over 72,000 children.
- 13,150 children have accessed formal education and 13,630 children enrolled in vocational skills training.

3. Community-based support

- Construction has started on two model community-based service hubs in Sokoto, northwest Nigeria. These will provide integrated services including mental health support, recreational activities and life-skills training.
- 553 community-based child protection groups established to provide prompt response to child protection issues at the community level and a defined package of services for children and their families.
- 387,000 community members reached with messages on preventing family separation and highlighting the value of formal education. Media campaigns will be launched in 2024 to help reach more people.
- Over 9,000 parents reached with information to prevent violence against girls and child marriage, including keeping girls in school.

UNICEF Nigeria is also working to reform the Almajiri system, ensuring minimum learning standards and safeguarding protocols are integrated into the Qu'ranic school curriculum.

New National Guidelines on Alternative Care have been validated, outlining minimum standards for Almajiri children not being cared for by family members. A child safeguarding policy has also been drafted with a framework for monitoring compliance. This review is to be carried out periodically by the regulatory body responsible for Islamic schools.

This year, 700 Mallams (Qu'ranic teachers) have received training on the safeguarding policy and have endorsed the minimum standards for alternative care.

Haulatu, age 13, gets sewing advice from her teacher Atika at her tailoring house in Zamfara, northwest Nigeria.





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.

Arm

2023 marked the eighth year of collaboration between UNICEF and Arm, who supported UNICEF with grants to connect young people to the benefits of technology through innovation. The funding supported UNICEF's Office of Innovation's Learning Innovation Hub and technology-based programmes in Malawi, including the African Drone and Data Academy and a solar-powered water supply system. In September, Arm visited Blantyre and Nsanje, southern Malawi, to witness the achievements (see page 79). At the end of 2023, UNICEF and Arm signed another two years of partnership, exploring how artificial intelligence can make a positive impact for children.

AstraZeneca

Since 2019, UNICEF has partnered with AstraZeneca's Young Health Programme

(YHP) to protect adolescents around the world from unhealthy lifestyles and risky behaviours. The partnership facilitates a global advocacy movement led by and for young people aged 10–24. Its aim is to reduce the prevalence of non-communicable diseases (NCDs) such as cardiovascular disease, type 2 diabetes, and cancers. The partnership calls for governments to prioritise NCD prevention, so that young people can live healthy lives. In 2023 alone, the partnership reached more than 4 million young people with NCD messaging, provided support for more than 240,000 young people to advocate for their health, and helped to shape four NCD-related policies.

Tackling smoking in Indonesia

In Indonesia, the partnership focused on youth-led action to advocate for a tobacco-free lifestyle. We facilitated young people to share knowledge on smoking trends, the harmful effects of this habit, and the impact on their quality of life. Our partnership also

In 2023 UNICEF UK:

- > Raised more than £35 million for children through corporate partnerships
- > Welcomed our first corporate partner for UNICEF UK's new **Emergency Alliance**, due to launch in 2024
- > Celebrated the **renewal of our partnership with easyJet**, which in 11 years has raised more than £16 million
- > **Formed four new, multi-year partnerships worth over £3 million per year for children.**
- > **Raised £4.3 million through our sports partnerships**

led to progress on anti-smoking policy in Indonesia. Twenty young advocates influenced a policy review on tobacco-free environments and strengthened the legal framework against tobacco use among young people. Young people taking part felt empowered and the initiative joined broader health promotion efforts.

Clipper

The Clipper Race is a biennial event that takes amateur crews on a circumnavigation of the globe in 11 specially designed sailing boats. In 2023 the race again raised money for UNICEF's work for the world's most vulnerable children. Since the start of our partnership in 2015, the partnership has raised over £1.2 million.

After the floods

In the aftermath of the Pakistan floods of 2022, flexible funding like Clipper's played a key role in supporting the recovery and reconstruction of communities.

UNICEF was able to invest in resilience and disaster preparedness, working with the Government of Pakistan to generate crucial

data and evidence on the impact that the floods had on children so as to reduce the potential impact from floods in the future.

"We do not know exactly when the next natural disaster will strike, so preparedness is front and centre of our ongoing response to the catastrophic floods. Together with the Government of Pakistan and other partners, we are investing in children and families to strengthen the resilience of communities and to ensure a more sustainable future. Thanks to all our donors, a liveable planet for every child is not just a slogan, it has become the driving force behind all our work."

Abdullah A. Fadil, UNICEF Representative in Pakistan

Sports partnerships

UNICEF welcomed Formula 1 as our newest global sport partner in 2023. This relationship, which grew from their support during the Ukraine crisis, will contribute to the Learning Passport and the Children's Emergency Fund for the next three years. We also received continued support from Formula E, Clipper, Vitality and Outright Games.



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.



Above: In November 2023, UNICEF Goodwill Ambassador David Beckham visited UNICEF-supported programmes that are closing the gender gap for girls and women in Gujarat, India.

UGANDA

In Uganda, more than **23,400 children** have gained critical life-skills in 7 Fund supported schools.

Right: Patricia, age 23, helps run the Life Skills Club at her secondary school in Adjumani, northwest Uganda.



© UNICEF/Abdul

EL SALVADOR



© UNICEF/Leiva

In El Salvador, we reached **36,965 children** with our programmes to tackle violence against children.

Above: Fernando, age 9, plays football regularly at his local Bibliotinea - a safe child-friendly space in San Martín, El Salvador.

NEPAL



© UNICEF/Ngakhusi

In Nepal, the success of the Girls' Access to Education programme has seen **96% of girls remain in school** after progressing from non-formal education centres.

Above: Roshani, age 12, took part in the Girls' Access to Education programme and returned to school in Dhanusha, Nepal.



STRATEGY, FINANCE AND RISK MANAGEMENT

Strategic context

The world we live in has continued to change profoundly over the past 12 months, with further domestic and international political and social instability creating more emergencies on top of the climate crisis and the after-effects of COVID-19 that are already threatening child rights. The UK will hold a General Election before the end of January 2025, and its result will shape opportunities to influence duty bearers to progress and uphold child rights.

The economic crisis and continued higher cost-of-living, compounded by the impact from years of austerity and hardship, is reversing previous reductions in child poverty globally. The speed and complexity of 'polycrises' has grown and adapting to the unknown has become the new norm.

Despite the challenging context, there are opportunities and reasons for optimism. During 2023, we made strides toward our four-year income goal, exceeding our target. Through our foundational and thematic international and UK advocacy work, we sought to ensure that children and their rights are at the centre of government decision-making and we played a lead role in supporting the incorporation of the UN Convention on the Rights of the Child in Scotland. We continue to influence and transform services and systems for children across the UK by raising standards of practice and care in hospitals, schools and communities, in line with the UN Convention on the Rights of the Child. Inside our organisation, our colleague engagement scores are the highest they have ever been, equalling the sector benchmark and we've made considerable progress on our key strategic initiatives.

Bringing our strategy to life

We use our strategy to inform the strategic actions we take, the capabilities we continue to develop, and the investments we make.



In 2024, we will continue our efforts towards our income goal of raising £650 million over four years with a focus on insight-led innovation and donor experience. For our influence goal, we will influence the priorities of major parties across the devolved nations to centre upon child rights in the run up to the General Election (to be held by 28 January 2025). We will establish influential relationships with the new Government, and continue to deliver our domestic campaigns and foundational advocacy work. For our UK impact goal, we will continue to influence and transform services and systems for children. For our organisation goal, we aim to meet or exceed our targets for an effective, engaged, inclusive, and high-performing workforce who live our values and feel safe and supported to do their best work for children.

We will continue to track our progress and adjust appropriately, keeping our strategic goals and outcomes in mind. We will use our strategy to help us deliver our best contribution to create a better world for every child.



Strategic plan 2023–26

Our UNICEF UK 2023–26 Strategy is founded in ambition – ambition for children and ambition for our organisation. As predicted, we find ourselves operating in an increasingly competitive and complex landscape, bringing new challenges to navigate with our audiences and partners.

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 helps 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.

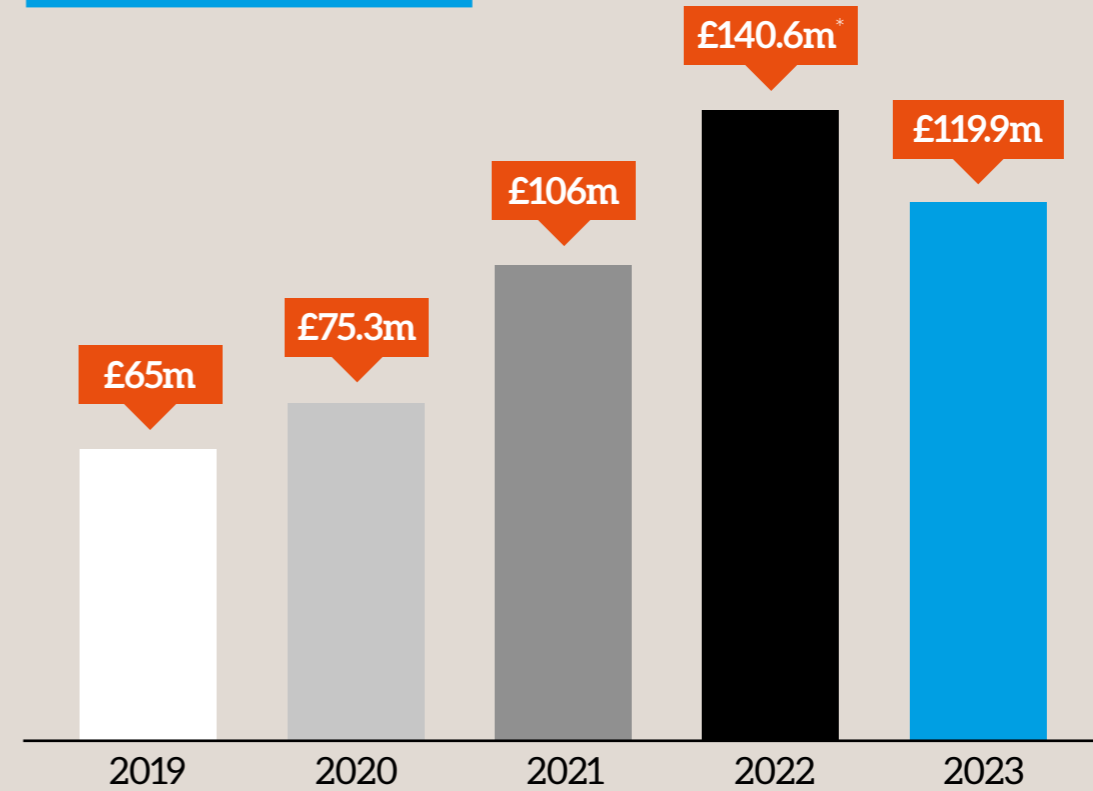
OUR ORGANISATION



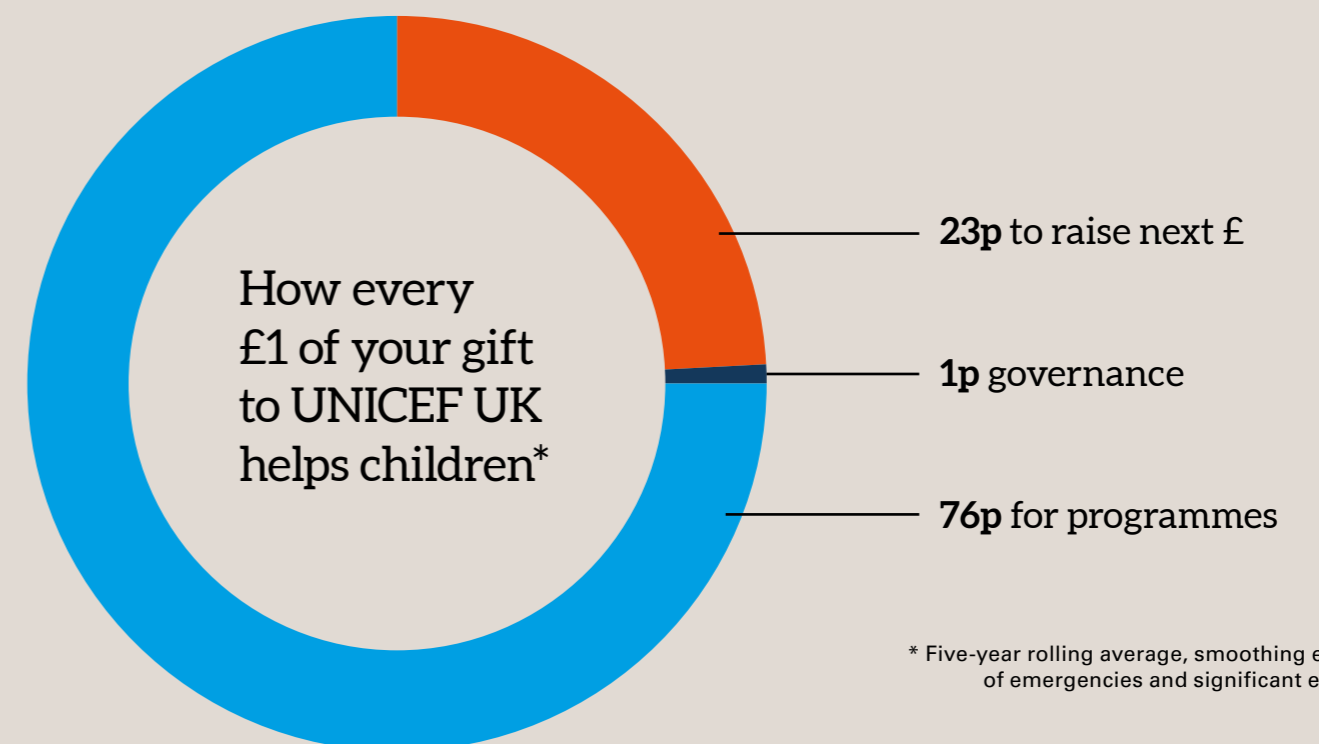
We improve our ways of working and our data and digital infrastructure, providing a strong foundation for sustainable growth.



In 2023 we made £119.9 million available to programmes for children.



*2022 figure includes £55 million raised for Ukraine emergency



* Five-year rolling average, smoothing effects of emergencies and significant events.

FINANCIAL REVIEW



FINANCIAL REVIEW

Income

In describing our activities and achievements above, we have reported that UNICEF UK delivered a total income of £161 million in 2023. This was 10% down compared to the £179.5 million raised in 2022 due to the exceptional response to the Ukraine emergency campaign in 2022 which raised £55.7 million. There were 11 emergency campaigns in the year, which started with the earthquakes in Türkiye and Syria, and ended with the crisis in Gaza. The incredible support of the UK public and our new and existing partners for such emergencies, along with a strong performance of our core work, resulted in us exceeding our budget for 2023 by £23 million. It was challenging for our teams to manage so many emergencies, while also keeping focused on core income. We are very proud of this achievement and its impact for children.

In line with our strategy, our overall income profile has changed over the past five years, gradually increasing the proportion of income generated by our Partnerships and Philanthropy teams (including Corporate Partnerships, Major Donors, Foundations and Trusts, and Government Grants as per Note 2), from 39% in 2019 to 53% in 2023. This shift has increased diversity and resilience in our income streams at a time when we are seeing a continued trend for individuals to give higher value, one-off donations rather than entering the traditional monthly giving programme.

Core resources for results

Core resources, or unrestricted funding, is the foundation of UNICEF’s commitment to build a better world for every child.

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 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.

Raising unrestricted funding remains challenging, with donors increasingly seeking opportunities to fund specific programmes. Despite this, Corporate Support for core resources grew in 2023, with multi-year partnerships with the Keller Group and Outright Games as well as fundraising with small and medium enterprises.

Strengthening the generation of core resources is a key priority for our fundraising strategies.

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 23 pence to raise the next pound. This

covers the costs of raising funds through mail campaigns, supporting our existing donors and recruiting new donors. By aiming to maximise the return on our fundraising investment, we ensure each pound raised goes further to support children around the world.

Expenditure required to raise funds amounted to £34.1 million and increased by 20% on 2022. This was due to a combination of factors including inflationary pressure, increase in volume of direct costs to support income growth, investment in new systems as detailed below, and a one-off cost of £2.1 million in relation to the overall profitable success of the Soccer Aid for UNICEF event.

We are midway through a period of investment in some of our key systems that support the efficient functioning of the organisation and help it to adopt more efficient work practices. This includes a financial transformation project to replace our old legacy system and a review of the digital and data practices within the organisation. 2023 and 2024 are higher spend years as the organisation seeks to build a stronger platform to grow, evolve, take advantage of new technology, and embed efficient processes. Spending money today to secure the future ensures that 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

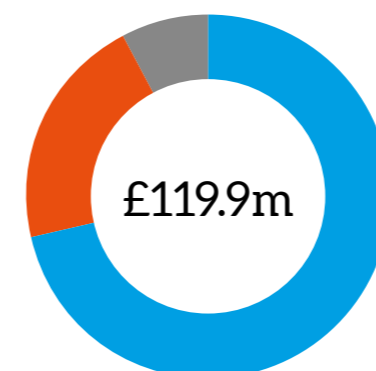
Of the total income raised in 2023, £119.9 million was available for programmes to benefit children. This was down £20.7 million (15%) compared to 2022 due to the exceptional emergency response for Ukraine. Of this, £85.7 million was for specific overseas programmes or countries chosen by our donors, £25.2 million for UNICEF core programmes funded through unrestricted donations, and £9 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, 76 pence in every pound of UNICEF UK’s gross income was available for programmes, after costs of fundraising, sales and administration.

Governance costs

On average over the past five years, governance costs have amounted to exactly 1% of total income and was 1% in 2023.



Charitable expenditure:

- £85.7 million for specific overseas programmes or countries chosen by donors
- £25.2 million for UNICEF core programmes
- £9 million for advocacy and programmes in the UK



Under the Statement of Recommended Practice on Accounting and Reporting by 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 £41,000 (2022: £138,000) was raised from event registration fees, corporate cause-related marketing arrangements, commissions and royalties. The income is significantly less than in previous years as we have temporarily closed our online gift shop and are working on its relaunch in 2024. After allowing for associated expenditure and management charges, £31,000 (2022: £108,000) 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 £9.2 million (£5.6m million unrestricted, £2.5 million designated for specific purposes and £1.2 million restricted). UNICEF UK’s policy on reserves is as follows:

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 four months of unfunded expenditure from our unrestricted funds in the event of a 40% fall in income, which is consistent with the reserves policy.

To drive further increased outcomes for children, a designated reserve of £2.5 million is being held for investment in information and technology, including a new finance platform, improved data and digital capabilities (£1.2 million), and investment in strategic innovation projects (£1.3 million), to identify new ways of generating income and impact.

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

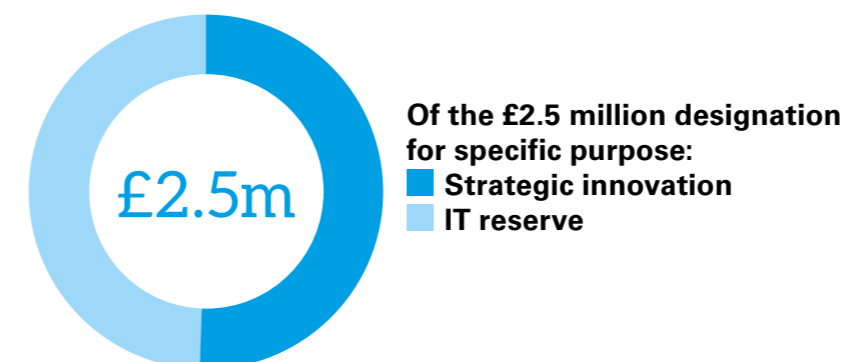
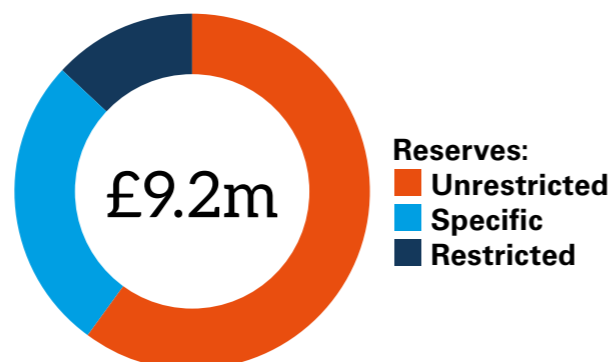
The cash at bank held by the group at the year-end amounted to £25.5 million, compared to £27.1 million at the end of 2022. A large percentage of income is received in the last month of the accounting period and year-on-year fluctuations in the bank balance arise depending on the days the December bank 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 that the Trustees consider to be appropriate. The Trustees have considered the following when arriving at this conclusion:

- Level of reserves
- Cash position
- Four-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 effective management and control of risks for UNICEF UK. This includes overseeing the culture for risk management and ensuring risks are appropriately mitigated. 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 internal control policies and procedures.

Day-to-day risk management is led by the Executive, who are supported by the

Risk Management Group comprising key senior staff from across UNICEF UK. The Group meets quarterly to oversee, review, mitigate and report on progress with the management of key strategic risks to the charity. The Group reports to the Audit and Risk Committee (ARC) and the risk register it maintains is also shared with the Executive Team and Board of Trustees. Additionally, risk management is an integral part of planning processes at a strategic, departmental and project level.

Risk mitigation in 2023

The principal risks and uncertainties impacting UNICEF UK in 2023 were as follows:

1. The past few years have seen a significant increase in income to support emergencies, whilst the performance of our regular marketing campaigns has been lower than our expectation. As we look to the future, this may jeopardise our ability to be there “for every child” as less income is directed to situations that are classed as “non-emergencies”.

A new marketing strategy was developed in 2023 that creates a greater focus on new product innovation and donor engagement. Together with our new digital and data strategies, we will look to improve conversion rates, donor journeys and make donor experience the best in the sector.

2. The outlook for children in the UK and globally is possibly the worst it has been for generations. The deteriorating situation for child rights combined with a political environment characterised by crises, polarisation, increased nationalism and the distorting influence of social media on both content and tone of public debate, creates risks to our ability to be perceived as politically impartial.

A major focus of our strategy is to influence the main UK parties to promote policies for children in their election manifestos and in the political programme beyond the election. Our success with our early years campaign highlighted that all UK political parties agree on the importance of ensuring all children get the best start in life. We will continue to campaign for a UK baby and toddler guarantee and continue to play an important role in sector debates on child rights in the UK and advocating for a return to 0.7% GNI.

3. 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 2023, there was a systemic safeguarding audit to review UNICEF UK’s safeguarding practices and an action plan developed for recommendations. Throughout the year, UNICEF UK upheld our legal safeguarding obligations and appropriately managed any safeguarding related risks in line with our safeguarding policies.

4. A new enterprise resource planning (ERP) system is scheduled to go live in 2024 as the existing system is solid but inefficient. It requires our key platforms like Salesforce to seamlessly integrate with it and a whole redesign of how we track and manage the flow of donations through our systems.

A dedicated project team is led by a programme director and a governance oversight committee. The team includes a mix of existing colleagues stepping out of their roles and fixed-term change experts. A full tender was conducted to select the ERP vendor and the governance team meets them monthly. Regular progress reports are issued to the Treasurer and Chair of the Audit and Risk Committee, and to the Board. A key focus is on change management to ensure that the new system fully fits user expectations and users are supported with new ways of working.

5. 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.

The data strategy and data governance group has developed a series of actions to continue to strengthen UNICEF UK data management practices. This has included a significant data migration project to improve the security and organisation of our data, ongoing data security training and close engagement with the financial transformation project to improve the flow of key financial data across the organisation once it goes live.



STRUCTURE, GOVERNANCE AND 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 Charity details

United Kingdom Committee for UNICEF (UNICEF UK)

Registered Charity number
1072612 (England & Wales)
SC043677 (Scotland).

Company number
03663181

Trading subsidiary
UNICEF UK Enterprises Limited,
Company number 02736690

Registered Office
1 Westfield Avenue,
London E20 1HZ



Trustees

The Trustees who served during 2023 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
Usama Al-Qassab	N
Richard Hawkes	ARC
Maggie Atkinson	ARC
Matt Ferguson	F
Aneil Jhumat	ARC (Chair), F
Zamila Bunglawala	N

* Committee membership on 31 December 2023

F = Finance Committee

ARC = Audit and Risk Committee

N = Nominations and Engagements Committee

R = Remuneration Committee

Executive team

Jon Sparkes	Chief Executive
Steven Waugh	Chief Financial Officer
Anna Kettley (on Early Moments Leave from 30 November 2022)	Deputy Executive Director, Advocacy, Programmes and Safeguarding
Jo Rea (from 1 December 2022 to 31 July 2023)	Interim Deputy Executive Director, Advocacy, Programmes and Safeguarding
Jillian Popkins (appointed 21 August 2023)	Interim Deputy Executive Director, Advocacy, Programmes and Safeguarding
Mohini Raichura-Brown	Deputy Executive Director, Partnerships and Philanthropy
Mike Flynn (until 10 November 2023)	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, 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 section 172(1) of the 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 98–101 (Strategy, Finance and Risk Management)
- b) The interests of the company’s employees: Pages 123–125 (Our People and the Community)
- c) The need to foster the company’s business relationships with suppliers, customers and others: Pages 119–122 (Management)
- d) The impact of the company’s operations on the community and the environment: Pages 126–128 (Our People and the Community)
- e) The desirability of the company maintaining a reputation for high standards of business conduct: Pages 114–118 (Governance)
- f) The need to act fairly as between members of the company: Pages 114–118 (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 situation 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 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 on 31 December 2023 was 36 (2022 – 37). 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 are 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 2023, the Board held five formal meetings with the Executives to review performance against the four-year strategy, 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 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 assuring 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, independence and objectivity. The work of the Committee is supported by an Independent Member, James Allen.

- **The Nominations and Engagements 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 Committee has responsibility for oversight of the People strategy and actions to enhance Diversity, Equity and Inclusion, reporting to the Board.
- **The Remuneration Committee** assists the Board in determining pay awards to staff and Executive remuneration. It oversees remuneration strategy reporting to the Board.

Remuneration statement

Remuneration arrangements for all colleagues at UNICEF UK are aligned with 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 2023, a 6% across-the-board increase was provided to eligible colleagues – and 150 colleagues received an additional pay increase to align with the external benchmarks.

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 2023, 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

Eight Trustees due for election in 2023 and two Trustees co-opted in 2022 were elected by UNICEF UK members at the Annual General Meeting in June 2023, expanding the membership of the Board from eight to ten.

New Trustees underwent an induction programme that included meetings with the Chair, Trustees and the Executive Team members, a briefing on their role and responsibilities, and a comprehensive set of documents that included 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.

Trustees are also given an opportunity to see UNICEF programmes in action and talk to staff involved. During 2023, this included visits to Namibia, a Rights Respecting School in the UK, Baby Friendly Initiative at a NHS hospital, and induction visits to the Europe regional UNICEF office in Geneva. The Chair and the Chief Executive also attend the annual global meeting of all UNICEF National Committees and the senior leadership team.

Charity Governance Code

The Board of Trustees aspires to best practice in governance, particularly as set out in the Charity Governance Code. In 2023, the Board completed implementation of the key recommendations made in October 2022 by the Centre for Charity Effectiveness,



following their Board Effectiveness Review. Some of these recommendations included the amendment of the scope of the Nominations and Engagement Committee to include oversight of people-related issues such as well-being, colleague engagement and EDI, and the redesign of the Board agendas and papers to be structured around the new four-year strategic objectives.

Engaging with our stakeholders

We believe that in order to have the greatest impact for children we must understand what is important to our stakeholders. We proactively engage each of our key stakeholders in a way best suited to them and consider their needs and concerns, in accordance with s172 of the Companies Act 2006. By understanding our stakeholders, we can factor the potential impact of our decisions on each stakeholder group into Board discussions.

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 organisations

UNICEF UK raises funds for UNICEF 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 attract 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 140–143).

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 the Executive Team with responsibilities across fundraising, advocacy, communications, finance, technology and programme work.

Managing our fundraising

Throughout 2023, UNICEF UK continued with its diversified approach to fundraising to secure the greatest amount of income possible for children worldwide.

UNICEF UK exceeded its income budget by £23 million and raised £161 million, with £39.4 million committed for children in emergencies.

In 2023, 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 had a strong year 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 Old Trafford stadium in 2023, was another record-breaking televised event that raised £14.6 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

Keeping children, adults, and our colleagues safe is core to UNICEF UK’s vision to build a better world for every child. With a newly expanded Safeguarding Team, the Interim Director for Safeguarding on our Senior Leadership Team, and an active cross-organisational safeguarding and youth voice champions group, safeguarding increased in visibility and impact across the organisation throughout 2023.

Internally, we have broadened our scope to support colleague wellbeing and safety, holding wellbeing sessions in response to global emergencies. We have been reviewing our lone working and domestic abuse policies, increasing wellbeing and safety for our staff. Safeguarding Specialists have also been actively involved in the UNICEF UK inclusion network and anti-racism working group to ensure safety is embedded into our equity, diversity, and inclusion work.

We strengthened our safeguarding systems by launching a new risk assessment framework, digital safeguarding case management system, and re-designing our onboarding safeguarding training for all new colleagues. We completed the compliance and culture pieces of our Safeguarding Audit, and recommendations will inform our new Safeguarding Strategy to 2026.

Increased team capacity allowed us to expand our safeguarding presence and influence externally through supporting and presenting at events including the Early Moments Matter Parliamentary exhibition, Rights Respecting Schools Award Conference, and the UNICEF National Committee Child Safeguarding Meeting.

Youth voice and influence

We grew our youth work with children and young people across the UK and around the world in 2023, elevating their voices and supporting their active participation:

- Raising awareness of all children’s rights through our youth advocacy campaign OutRight (pages 21 and 76) and our Youth Advisory Board (pages 4–5)
- Facilitating exchanges with decision-makers and supporters, including the UN Committee on the Rights of the Child, the Minister for Children, at the Formula E London E-Prix and during Soccer Aid for UNICEF.

We continue to be influenced by the views of children and young people, for example:

- Members of the Youth Advisory Board participated in multiple colleague recruitment processes and co-created our updated Youth Voice and Influence strategy
- We collaborated with Youth Marketing Agency Voxburner at our All Colleague Away Day, hosting a Gen Z panel for colleagues to hear from and be inspired by potential future supporters

We brought UNICEF Youth Advocates from the USA; Caribbean; UK; Europe; South Asia, and Southeast Asia, together to collaborate with us on our Storytelling Project:

- 12 young people from nine countries played a crucial role, in our efforts to develop a decolonial and anti-racist approach to our storytelling.

- Young people have shared their views about the way we speak about children and our work, participated in the narrative analysis process, and provided comment on the proposed principles and practices for this work.

Complaints and feedback



4 out of 5 supporters rate our service as excellent.

Complaints down 8%

Responded to over 47,400 direct enquiries

At UNICEF UK we’re committed to putting our supporters at the heart of our fundraising activities and we aim to provide the best possible experience and demonstrate the transformative power of donations.

“It makes me feel happier inside to know people are doing something to care about the children around the world. ★★★★★”

UNICEF UK supporter

We are registered with the Fundraising Regulator and follow their Code of Fundraising Practice. There may be times when we don’t reach our highest standards and when this is the case, we are committed to investigating and learning from every complaint in line with our Complaints Policy.

In 2023, UNICEF UK received a total of 527 complaints, a decrease of 8% from 2022 (568). In Q4 we saw an increase in contact, complaints, and people wishing to know how best to support our Children in Gaza Crisis Appeal. We received 158 complaints relating to the Gaza Appeal, primarily related to our emergency response rather than specific fundraising activity and as such fall out of scope of our report to the Fundraising Regulator.

We report all fundraising related complaints each year to the Fundraising Regulator to be fully transparent on how our fundraising is being experienced by our supporters. The report is approved by our Executive team and Trustees using our complaint data. In 2023 we had no complaint investigations by the Fundraising Regulator.

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.

We also recognise the wishes of supporters to stop any future contact from UNICEF UK. In 2024, alongside our privacy adherence, we received 56 requests from people to stop future contact via the Fundraising Preference Service.



Treating our supporters fairly

It is our commitment to deliver the best possible experience for all, and so we apply a rigorous policy framework to this area of activity. We are guided by our Complaints and Privacy policies that are published on our website. These outline our high standards and what people can expect in terms of their experience from UNICEF UK. In addition, we follow our Adults in Vulnerable Circumstances and our Accepting, Refusing and Returning Donations Policies.

In 2023 we updated our Adults in Vulnerable Circumstances policy. Our Vulnerable Circumstances Policy incorporates 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 potentially vulnerable circumstances, the steps we take to clarify this, and the situations in which we may cancel or return a gift.

We train our staff and fundraisers on best practice when working with adults in vulnerable circumstances, including 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 potentially 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.

In our fundraising materials and activities, we always aim to illustrate the transformative power that donations can have while giving our donors information to support their decision making. We set clear expectations and training for both UNICEF UK and our agency staff on the standards we expect them to uphold when engaging with our supporters.

Supporter care

At UNICEF UK we aim to make supporting and engaging with us as straightforward as possible. We monitor the channels that our supporters use to engage with us and resource and enhance each channel as appropriate. We operate a 24/7 contact service, meaning that our supporters can call us at a time that best suits them.

UNICEF UK seeks every opportunity to improve our experience and service. We aim to learn from the feedback and stories our supporters share with us, so that we can continue to deliver amazing service.

In 2023, we responded to over 47,415 direct enquiries from our supporters and members of the public on our work for children. This ranged from how people can support our work in emergencies to looking for help in relation to child rights.

“All the very best to you and the team at UNICEF UK. It’s been a pleasure to support the excellent work you do.”

UNICEF UK supporter

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 deliver their best work for children. We believe in the power of fulfilled colleagues who share the same values and goals, enjoy their work, and are motivated and united in our drive to create a better world for every child. This belief is key to our continued success and enables us to meet our income, impact, and influence goals. To continue to attract and retain the best talent, UNICEF UK needs to be an organisation that supports our workforce to thrive.

In 2023 we introduced a number of new and improved initiatives to further support our colleagues. In January we moved to a new Health Cash Plan. We also changed pension provider, allowing wider investment options for colleagues, an easier platform for engagement and a new default fund with an environmental, social and governance (ESG) overlay.

We also refreshed and improved a number of our policies over the year, including our Early Moments Policy. This policy, first launched in 2019, speaks directly to our commitment to children, giving everyone access to the same time off and pay regardless of route to parenthood, gender or sexual orientation. The improved policy now increases our support to 26 weeks full pay (followed by 13 weeks statutory pay) and offers more transition support for parents such as webinars and mentoring.

Employee engagement

We survey our colleagues on their engagement levels six times a year, and act on the findings. Our engagement scores saw a notable rise in 2023, 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.



In addition to regular team meetings, all colleagues are invited to monthly all staff briefings to keep them informed, achieve a common awareness of the factors affecting UNICEF UK's performance and to give them an opportunity to ask questions. In September 2023, we saw a record attendance at our annual All Colleague Away Day, providing an important opportunity for interaction between colleagues.

Employee voice

We believe that open, honest and timely communication is key to our success. To further improve the ways that we listen to colleagues, seek their input into organisational decisions, and act on what we hear, we undertook a project to improve employee voice.

This project led to a number of tangible improvements in line with our values, including improved management training and support, an updated internal communications strategy and a strengthening of our existing employee networks. Part of the project also considered whether to pursue a possible partnership with a trade union. However, following information sessions, an indicative vote showed that the interest was quite low and we did not pursue this further. As a result, we have instead further strengthened our Staff Association, a colleague body consisting of employee volunteers, which acts as a formal channel for dialogue and works to safeguard the rights, interests and welfare of all UNICEF UK colleagues.

Equity, diversity and inclusion

UNICEF UK is committed to creating a working environment and culture that supports and promotes equity, diversity and inclusion (EDI). In 2023 we focused on collaboration, participation and ownership of inclusion across the organisation.

As an organisational strategic priority, inclusion and equity are seen as intrinsic to our mission. Over the past year, inclusion and equity has become more deeply embedded and integral to our culture, ways of working and systems and processes, enacted through our relationships, roles and responsibilities. The EDI Team has collaborated with colleagues across the organisation to make progress on the following key areas:

1. Inclusion strategy

We defined and agreed a new scope for the next EDI strategy, a progressive, bold and ambitious plan that gives us a new, shared understanding of EDI sitting across all that we do. This was developed following a cross-sector analysis of EDI strategies in the sector.

2. Anti-racism

We have begun our work toward becoming an anti-racist organisation through delivering on our five initial commitments. Looking forward, we have co-developed a comprehensive anti-racism action plan for the next three years with allocated budget and resource.

We have defined how we will resource and recognise the work of our colleague

networks, ensuring that marginalised groups are not disproportionately taking on additional work without recognition and support. We have also reviewed, updated and promoted our reporting mechanisms and secured a comprehensive learning and training menu for 2024.

Our Communications Team has also led a significant piece of work on storytelling, looking at how we embed anti-racism through the stories that we tell.

3. Inclusive language

Colleagues now have a shared framework that aims to help them to feel more confident in engaging in EDI discussions, promoting collective understanding across the organisation. Workshops have been developed for delivery in 2024, based on focus groups conducted with colleagues with lived experience, helping us to define the language that we want to use.

4. Accessibility and disability inclusion

UNICEF UK is now signing up as a disability confident employer. We have embedded disability equity into our recruitment process, guaranteeing interviews for disabled candidates who meet minimum criteria and making sure that appropriate adjustments can be made at every step of the recruitment process. We also conducted a disability audit of our building and audited our website to ensure we meet required accessibility standards. We have additionally partnered with Leonard Cheshire on launching an apprenticeship scheme for 2024.

5. Inclusive talent and culture

We continued to support our Colleague

Networks to celebrate and raise awareness of different cultures throughout the year. We also put on open sessions for colleagues to share and reflect on their experiences of ongoing external world events.

6. Inclusive design

We supported each team across the organisation to continue to develop and deliver their own inclusion action plans, identifying ways to enhance inclusion within every part of UNICEF UK. As part of this process, every team also identified an inclusion champion, who attend regular meetings together to share best practice and receive ongoing support from our EDI team.

Our facilities

In 2023, we observed a consistent increase in the number of our colleagues returning to the office after the COVID-19 pandemic, with midweek averages ranging from 75 to 85 people. Our Hybrid Working Guidance, which requires our colleagues to work from the office on average one day a week, has been well-received and observed.

In September 2023, a tenant occupying 7,637 square feet of our London office's 19th floor, terminated their lease and returned the space to UNICEF UK. This space is currently being marketed alongside the remaining 3,894 square feet of the 19th floor, with the latter currently under offer. When we successfully sublet these parts of our office, any cost savings will be directly invested in improving our work for children.



Impact of operations on the environment

Climate change is changing our world and the lives of children. The climate crisis is a child rights crisis that harms children's rights to health, education, and protection. UNICEF UK knows that our internal processes, procurement practices and travel create an impact, which we are committed to reducing through the implementation of our environmental policy.

ISO14001 certification

In 2023 we engaged an external consultancy to measure UNICEF UK's carbon footprint and to identify environmental improvement opportunities across the organisation. Following this review, we are working towards the establishment of an environmental management system (EMS) certified to the internationally recognised ISO14001:2015 Standard. The EMS will provide a framework for us to manage and reduce our environmental impact across all of our activities, including monitoring and measuring progress against newly established environmental targets. We aim to achieve our ISO14001 certification by Q4 2024.

Responsible sourcing

Throughout 2023, we maintained our commitment to responsibly source our suppliers by taking into account social, ethical, and environmental considerations. We used our Supplier Code of Conduct and Ethical Purchasing Questionnaire to identify and collaborate with suppliers who share our values and are taking positive steps in this area.

Colleague awareness and action

2023 saw the re-launch of our colleague Green Group, with volunteers from across UNICEF UK engaging colleagues on environmental topics such as waste and recycling and identifying initiatives that support the delivery of our environmental objectives.

Energy use

Our London office has attained an Excellent Rating in New Construction under BREEAM, the world's leading sustainability assessment. And in December 2023 the building achieved the BREEAM In Use Very Good rating. The landlord purchases renewable, green energy backed by Guarantees of Origin and certified as sustainable electricity through the EKOenergy scheme.

Our methodology follows the 2019 HM Government Environmental Reporting Guidelines and the GHG Reporting Protocol – Corporate Standard. We have used the 2023 UK Government's Conversion Factors for Company Reporting for our calculations. For 2023, we have included energy use from transport fuel for the first time.

Energy efficiency

We have implemented energy-saving measures from our ESOS report, for example increasing server-room temperature from 20°C to 25°C, adjusting lighting settings, and engaging staff on energy efficiency measures. Further work such as heating and cooling periods and mothballing unused equipment have improved energy efficiency.

Carbon footprint, emissions metrics and targets

Our carbon footprint for 2023 is 439.771 tonnes.

	2023 tCO ₂ e	2022 tCO ₂ e
Gross Scope 1 (Direct emissions) ¹	0.000	10.463
Gross Scope 2 location-based energy (Indirect emissions) ²	47.896	57.554
GHG reductions from renewable energy ²	47.896	57.554
Net Scope 2 market-based energy (Indirect emissions) ²	0.000	0.000
Gross Scope 3 emissions (Indirect emissions) ³	439.771	340.405
Total gross Scope 1,2 & 3 emissions	487.667	408.422
Total net Scope 1,2 & 3 emissions	439.771	350.868
Tonnes CO₂e per employee (net emissions)	1.271	1.143

¹Gross scope 1 accounts for direct GHG emissions

²Scope 2 accounts for indirect GHG emissions associated with the generation of imported / purchased electricity, heat or steam (location-based reflects grid average emission factor, market-based reflects emission factors from purchased renewable energy)

³Gross scope 3 accounts for other indirect GHG emissions associated with business travel, water, waste disposal, working from home and staff commute

In accordance with the Streamlined Energy and Carbon reporting (SECR) requirements, UNICEF UK's energy usage and emissions for the year 2023 were as follows:

UK Greenhouse Gas emissions and energy use data for the period 1 January 2023 to 31 December 2023	2023 Current Reporting Year	2022
Total Energy consumption in kWh	254,913	297,619
Electricity	231,297	297,619
Transport fuel	23,616	-
Scope 2 emissions in metric tonnes CO ₂ e: Electricity	47.896	57.554 ¹
Scope 3 emissions in metric tonnes CO ₂ e:	5.726	-
Total gross emissions in metric tonnes	53.622	57.554
Intensity ratio (tonnes of CO ₂ e per staff member)	0.155	0.19

¹ 2022 emissions recalculated using Defra 2022 conversion factor



The overall footprint has increased in 2023 due to increased business travel in the post-pandemic period and a more accurate measurement of emissions from colleagues commuting to and from the office. Our new environmental targets, going live in 2024, will help us to manage and reduce GHG emissions and wider environmental impacts across our operations. Progress against these targets will be reported going forward.

We have engaged a consultancy firm in 2024 to measure, for the first time, emissions from purchased goods and services. We will also seek to measure aspects of our footprint more accurately, such as staff commute. These improvements will be included in our carbon footprint reporting going forward.

Impact of the charity's operations on the community

Our extensive programmes in the UK (see page 16) 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 local NHS Trusts 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.

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 2023. Thank you.

The report of the Trustees including the Strategic Report was approved by the Trustees on 15 May 2024 and signed on their behalf by Shatish Dasani.

Shatish Dasani, Chair of the Board of Trustees



Above: UNICEF UK colleagues enjoying our away day in September 2023.

¹ 2022 emissions recalculated using Defra 2022 conversion factor



INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS AND THE TRUSTEES OF THE UNITED KINGDOM COMMITTEE FOR UNICEF

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 2023 which comprise 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 2023 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 trustee's 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 charitable company's or 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) 2019. 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 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, voluntary and legacy 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

17 May 2024

**Consolidated statement of financial activities**

(incorporating an income and expenditure account)

For the year ended 31 December 2023

	Notes			2023		2022	
		Unrestricted £'000	Restricted £'000	Total £'000	Unrestricted £'000	Restricted £'000	Total £'000
Income from:							
Donations and legacies	2	54,016	95,252	149,268	51,107	117,761	168,868
Charitable activities:							
UK Programmes	3	2,676	-	2,676	2,154	-	2,154
Other trading activities	4	14	-	14	91	-	91
Investments	5	983	-	983	198	-	198
Other income	6	1,166	6,743	7,909	1,428	6,764	8,192
Total income		58,855	101,995	160,850	54,978	124,525	179,503
Expenditure							
Expenditure on:							
Raising funds	7	27,248	6,831	34,079	19,485	8,872	28,357
Charitable activities:							
Core UNICEF programmes	8	25,207	-	25,207	25,893	-	25,893
Specific UNICEF programmes	8	-	85,735	85,735	-	107,610	107,610
UK programmes, advocacy & programme engagement	8	6,366	2,611	8,977	5,725	1,372	7,097
		31,573	88,346	119,919	31,618	108,982	140,600
Other expenditure	9	-	6,395	6,395	734	6,839	7,573
Total expenditure		58,821	101,572	160,393	51,837	124,693	176,530
Net income for the year		34	423	457	3,141	(168)	2,973
Transfers between funds		-	-	-	59	(59)	-
Net movement in funds		34	423	457	3,200	(227)	2,973
Total funds brought forward		8,012	746	8,758	4,812	973	5,785
Total funds carried forward		8,046	1,169	9,215	8,012	746	8,758

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.

Balance sheets

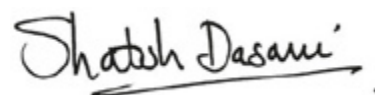
As at 31 December 2023

	Notes	Group		Charity	
		2023 £'000	2022 £'000	2023 £'000	2022 £'000
Fixed assets					
Tangible assets	14	1,409	1,565	1,409	1,565
Investments	15	-	-	20	20
		1,409	1,565	1,429	1,585
Current assets					
Debtors	17	15,466	17,770	15,493	18,116
Cash at bank and in hand		25,498	27,113	25,451	26,747
		40,964	44,883	40,944	44,863
Current Liabilities					
Creditors: amounts falling due within one year	18	14,000	13,965	14,000	13,965
Amounts due to UNICEF		18,563	23,130	18,563	23,130
		32,563	37,095	32,563	37,095
Net current assets		8,401	7,788	8,381	7,768
Total assets less current liabilities		9,810	9,353	9,810	9,353
Creditors: amounts falling due after one year	19	595	595	595	595
Total net assets	21	9,215	8,758	9,215	8,758
Funds	22				
Unrestricted funds					
General funds		5,552	5,552	5,552	5,552
Designated funds		2,494	2,460	2,494	2,460
Restricted funds		1,169	746	1,169	746
Total funds		9,215	8,758	9,215	8,758

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 £457,000 (2022: net income £2,973,000).

The notes on pages 140 to 156 form part of these financial statements.

These financial statements were approved and authorised for issue by the Trustees on 15 May 2024 and were signed on their behalf by:



Shatish Dasani
Chair



Sean Carney
Treasurer

Consolidated statement of cash flows

For the year ended 31 December 2023

	2023 £'000	2022 £'000
Net income for the reporting period (as per the Statement of Financial Activities)	457	2,973
Adjustments for:		
Interest from investments	(983)	(198)
Depreciation charges	287	324
Loss/(profit) on the disposal of fixed assets	5	-
Foreign exchange rate (gains)/losses	473	(1,392)
(Increase)/decrease in debtors	2,304	(2,310)
Increase/(decrease) in creditors	(4,532)	2,349
Net cash provided by operating activities	(1,989)	1,746
Cash flows from investing activities		
Interest from investments	983	198
Purchase of fixed assets	(136)	(76)
Net cash provided used in investing activities	847	122
Effect of foreign exchange rate fluctuations on cash and cash equivalents	(473)	1,392
Increase in cash and cash equivalents	(1,615)	3,260
Cash and cash equivalents at the beginning of the year	27,113	23,853
Cash and cash equivalents at the end of the year	25,498	27,113

Notes to the financial statements

For the year ended 31 December 2023

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.
- The recognition and valuation of legacy income requires significant judgement and estimation techniques - see note 1e for further details.
- In assessing the lease obligations related to office space we have reviewed the extent to which unavoidable costs exceed the economic benefits and assessed that it is not currently necessary to provide for onerous lease obligations.

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 bequests 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 estimates' (based on space, usage or time spent) of the amount attributable to each activity.

- Raising funds 74% (2022: 74%)
- UK programmes and advocacy 16% (2022: 16%)
- Governance costs 10% (2022: 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 12 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 are 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

	2023		2022			
	Unrestricted £'000	Restricted £'000	Total £'000	Unrestricted £'000	Restricted £'000	Total £'000
Gifts (by source):						
Direct marketing	35,580	19,789	55,369	35,727	25,174	60,901
Corporate partnerships	2,208	32,981	35,189	1,555	42,351	43,906
Major supporters, charitable trusts and foundations	3,072	37,840	40,912	1,792	38,705	40,497
Fundraising initiatives and regional fundraising	431	609	1,040	607	2,554	3,161
Special events	5,458	5	5,463	4,603	1,632	6,235
Other	66	-	66	101	30	131
Legacies	7,201	66	7,267	6,722	9	6,731
Government grants:						
Foreign, Commonwealth & Development Office (FCDO)	-	2,236	2,236	-	2,970	2,970
Jersey Overseas Aid (JOA)	-	163	163	-	563	563
Guernsey Overseas Aid & Development Commission	-	60	60	-	10	10
Isle of Man International Development Committee	-	678	678	-	733	733
The Scottish Government	-	310	310	-	2,685	2,685
Donated services	-	515	515	-	345	345
Total income from donations and legacies	54,016	95,252	149,268	51,107	117,761	168,868

3 Income from charitable activities

	2023		2022			
	Unrestricted £'000	Restricted £'000	Total £'000	Unrestricted £'000	Restricted £'000	Total £'000
UK Programmes:						
Fees for Baby Friendly Initiative materials and services	1,473	-	1,473	1,394	-	1,394
Fees for Rights Respecting Schools materials and services	923	-	923	509	-	509
Child Rights Partners fee	280	-	280	251	-	251
Total income from charitable activities	2,676	-	2,676	2,154	-	2,154

4 Income from other trading activities

	2023		2022			
	Unrestricted £'000	Restricted £'000	Total £'000	Unrestricted £'000	Restricted £'000	Total £'000
UNICEF cards and gifts						
Sales of cards and gifts	14	-	14	91	-	91
Total income from other trading activities	14	-	14	91	-	91

5 Income from investments

	2023		2022			
	Unrestricted £'000	Restricted £'000	Total £'000	Unrestricted £'000	Restricted £'000	Total £'000
Interest on bank deposits	983	-	983	198	-	198
Total income from investments	983	-	983	198	-	198

6 Other income

	2023		2022			
	Unrestricted £'000	Restricted £'000	Total £'000	Unrestricted £'000	Restricted £'000	Total £'000
Foreign exchange gains	-	-	-	1,041	-	1,041
UNICEF fundraising development	-	6,743	6,743	-	6,764	6,764
Share of profit in joint venture	904	-	904	-	-	-
Rental Income	262	-	262	387	-	387
Total other income	1,166	6,743	7,909	1,428	6,764	8,192

7 Expenditure on raising funds

2023 Expenditure	Staff costs	Direct costs	Support costs	Governance costs	2023 Total
	£'000	£'000	£'000	£'000	£'000
Direct marketing	2,820	9,866	4,083	654	17,423
Corporate partnerships	2,267	606	3,092	233	6,198
Major supporters, charitable trusts and foundations	1,635	267	3,029	193	5,124
Fundraising initiatives and regional fundraising	-	41	-	2	43
Special events	1,426	1,296	1,200	153	4,075
Legacies	266	370	526	45	1,207
UNICEF cards and gifts	-	9	-	-	9
Total expenditure on raising funds	8,414	12,455	11,930	1,280	34,079

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

8 Expenditure on charitable activities

2023 Expenditure	Staff costs	Direct costs	Support costs	Governance costs	2023 Total
	£'000	£'000	£'000	£'000	£'000
Core UNICEF programmes:	-	25,207	-	-	25,207
Specific UNICEF programmes:					
Humanitarian emergencies	-	39,432	-	-	39,432
Health	-	12,576	-	-	12,576
HIV & AIDS	-	-	-	-	-
Water, sanitation and hygiene	-	3,478	-	-	3,478
Nutrition	-	23,880	-	-	23,880
Education	-	3,848	-	-	3,848
Child protection	-	397	-	-	397
Social inclusion	-	603	-	-	603
Safe and clean environment	-	1,189	-	-	1,189
Gender equality	-	332	-	-	332
	-	85,735	-	-	85,735

UK programmes, advocacy & programme engagement:

Development education and youth work	1,738	449	865	119	3,171
Baby Friendly Initiative	769	400	456	64	1,689
Campaign and parliamentary work	1,397	502	844	107	2,850
UNICEF programme engagement	706	33	481	47	1,267
	4,610	1,384	2,646	337	8,977
Total expenditure on charitable activities	4,610	112,326	2,646	337	119,919

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

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 & programme engagement:					
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

9 Other expenditure

2023 Expenditure	Staff costs	Direct costs	Support costs	Governance costs	2023 Total
	£'000	£'000	£'000	£'000	£'000
UNICEF fundraising development (note 12)	244	6,151	-	-	6,395
Share of loss in joint venture	-	-	-	-	-
Total other expenditure	244	6,151	-	-	6,395

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

10 Analysis of support and governance costs

2023 Expenditure	Basis of allocation	Core team costs	Governance costs	2023 Total
		£'000	£'000	£'000
Finance *	Income and expenditure	4,124	458	4,582
Information technology	Headcount	3,946	438	4,384
People and development	Headcount	1,727	192	1,919
Facilities management	Headcount	2,096	233	2,329
Supporter care	Staff time	459	51	510
Directorate	Staff time	2,222	247	2,469
Total support and governance costs		14,574	1,619	16,193

Support and governance costs include £7,238k of staff costs. In addition, £896k of non-staff costs relating to IT infrastructure projects, which includes transformation projects required to replace legacy systems and processes.

* Includes write off of loan balance to SAP Ltd - see note 23 for further details.

2022 Expenditure	Basis of allocation	Core team costs	Governance costs	2022 Total
		£'000	£'000	£'000
Finance	Income and expenditure	2,208	245	2,453
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

11 Net income for the year

This is stated after charging:

	2023	2022
	£'000	£'000
Depreciation	287	324
Loss on disposal of fixed assets	5	-
Operating lease rentals:		
Property	1,438	1,387
Auditors' remuneration:		
Audit	49	43
Other services	20	4
Foreign exchange losses/(gains)	424	(1,041)

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.

	2023	2022
	£'000	£'000
Fundraising development programme		
Legacy development	1,023	734
Major donor development	207	190
Other donor recruitment	5,047	5,800
Mid-level donor recruitment	52	17
Business development	-	22
Other funding	414	-
Total funding given in year	6,743	6,763
Unutilised funding to return to UNICEF	-	502
Total funding in year (Note 6)	6,743	7,265

Movements on UNICEF fundraising development programme funds:

	Total	Total
	2023	2022
	£'000	£'000
At the start of the year	12	88
Funding received	6,743	7,265
Funding available	6,755	7,353
Funding utilised (Note 9)	(6,395)	(6,839)
Funding to return to UNICEF	-	(502)
At the end of the year	360	12

13 Staff costs

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

	2023	2022
	Number	Number
Fundraising	134	132
UK Programmes and Advocacy	132	131
Support teams	92	77
Total	358	340

Staff costs were as follows:

	2023	2022
	£'000	£'000
Salaries and wages	16,111	13,579
Redundancy and termination costs	92	13
Social security costs	1,745	1,592
Pension contributions	1,138	891
Total salary costs	19,086	16,075
Other staff costs	527	562
Total staff costs	19,613	16,637

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 employer's pension contributions) paid to key management personnel was £966,306 (2022: £671,276). 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:

	2023	2022
	Number	Number
£240,001 - £250,000	1	0
£160,001 - £170,000	1	0
£140,001 - £150,000	0	1
£120,001 - £130,000	3	0
£110,001 - £120,000	0	3
£100,001 - £110,000	0	2
£90,001 - £100,000	10	3
£80,001 - £90,000	6	7
£70,001 - £80,000	4	3
£60,001 - £70,000	33	10

There were 58 employees in the year (2022: 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 £355,161 (2022: £135,795)

13 Staff costs (continued)

Executive Remuneration

The executive team's actual remuneration (gross pay and employers pension contributions) in 2023 was as follows:

Name	Position	Gross Pay	Employer's Pension Contribution	Employer's Social Security costs	2023 Total £
Joanna Rea	Interim Deputy Executive Director for Advocacy, Programmes and Safeguarding	122,500	7,350	15,222	145,072
Mohini Raichura-Brown	Deputy Executive Director, Partnerships and Philanthropy	124,904	10,290	14,891	150,085
Anna Kettley	Deputy Executive Director, Advocacy, Programmes and Safeguarding	38,516	5,983	4,269	48,768
*Michael Flynn	Deputy Executive Director, Public Engagement	246,281	20,688	17,472	284,441
Steven Waugh	Chief Financial Officer	127,500	10,230	15,717	153,447
Jonathan Sparkes	Executive Director	152,613	12,819	19,061	184,493

* The above disclosure for Michael Flynn includes termination payments. His annual salary for the year was £105,454

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.

Remuneration Ratio

The remuneration of the highest-paid employee in UNICEF UK was 3:7:1 (2022: 4.1:1) times the median remuneration of the workforce.

Pension and retirement benefits

The charity operated one defined contribution pension scheme during the year with Aviva (which came to an end at the end of February 2023) and switched to Hargreaves Lansdown (HL) from 1st of March 2023. The pension cost charge for the year represents contributions payable to the scheme and amounted to £1,138,000 (2022: £891,000).

There were £nil outstanding contributions at the end of the financial year (2022: £nil).

Trustees

The charity trustees were not paid and did not receive any other benefits from employment with the charity in the year (2022: £nil). No charity trustee received payment for professional or other services supplied to the charity (2022: £nil).

Trustees' expenses represents the payment or reimbursement of travel and subsistence costs totalling £8,617 (2022: £3,429) incurred by 7 (2022: 7) members relating to attendance at meetings of the trustees.

14 Tangible fixed assets

The group & charity

	Short leasehold property	Fixtures and fittings	Computer equipment	Total
	£'000	£'000	£'000	£'000
Cost				
At the start of the year	2,213	582	557	3,352
Additions in year	4	-	132	136
Disposals in year	(9)	-	-	(9)
At the end of the year	2,208	582	689	3,479
Depreciation				
At the start of the year	792	520	475	1,787
Charge for the year	184	62	41	287
Eliminated on disposal	(4)	-	-	(4)
At the end of the year	972	582	516	2,070
Net book value				
At the end of the year	1,236		173	1,409
At the start of the year	1,421	62	82	1,565

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).

	2023	2022
	£'000	£'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:

	2023	2022
	£'000	£'000
Turnover	41	138
Gross profit	41	138
Administrative expenses	(10)	(30)
Operating profit	31	108
Profit on ordinary activities	31	108
Gift Aid payment to parent undertaking under deed of covenant	(31)	(108)
Net result for the financial year	-	-
The aggregate of the assets, liabilities and funds was:		
Assets	57	380
Liabilities	(37)	(360)
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 2023 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 2023 is a net profit of £904k which has been recognised as UNICEF UK's share of the profit for the year ended 31 December 2023 (2022: net loss £734k).

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:

	2023	2022
	£'000	£'000
Gross income	160,809	179,365
Net income for the year	457	2,973

17 Debtors

	Group		Charity	
	2023	2022	2023	2022
	£'000	£'000	£'000	£'000
Trade debtors	501	576	501	576
Other debtors	2,820	2,662	2,820	2,662
Prepayments	1,944	5,161	1,944	5,161
Accrued income	10,201	9,371	10,191	9,357
Amounts due from subsidiary undertaking	-	-	37	360
Total debtors	15,466	17,770	15,493	18,116

18 Creditors: amounts falling due within one year

	Group		Charity	
	2023	2022	2023	2022
	£'000	£'000	£'000	£'000
Trade creditors	5,266	566	5,266	566
Taxation and social security	652	1,139	652	1,139
Provisions	215	1,354	215	1,354
Other creditors	169	130	169	130
Accruals	4,816	4,939	4,816	4,939
Deferred income	2,882	5,837	2,882	5,837
Total creditors	14,000	13,965	14,000	13,965

19 Creditors: amounts falling due after one year

	Group		Charity	
	2023	2022	2023	2022
	£'000	£'000	£'000	£'000
Provision for dilapidations	595	595	595	595
	595	595	595	595

Provisions for other liabilities

The group & charity

Provisions falling due under one year (note 18)

	Group		Charity	
	2023	2022	2023	2022
	£'000	£'000	£'000	£'000
At the beginning of the year	-	1,354	1,354	33
Additions	-	15	15	1,354
Releases	-	(1,154)	(1,154)	(33)
Provisions at the end of the year	-	215	215	1,354
Provision falling due more than one year (note 19)	595	-	595	595

Dilapidations provision represents an obligation to cover the cost of restoring office property to its original condition when the lease terminates. The provision is expected to be utilised in 2030, the year the lease terminates.

Other provisions include potential repayments relating to Gift Aid and donors. These provisions are expected to be utilised in the next 12 months.

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	
	2023	2022	2023	2022
	£'000	£'000	£'000	£'000
Balance at the beginning of the year	5,837	1,884	5,837	1,884
Amount deferred in the year	2,900	5,489	2,900	5,489
Amount released to income in the year	(5,855)	(1,537)	(5,855)	(1,537)
Balance at the end of the year	2,882	5,836	2,882	5,836

21 Analysis of group net assets between funds

	General unrestricted £'000	Designated funds £'000	Restricted funds £'000	Total funds £'000
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
Tangible fixed assets	1,409	-	-	1,409
Current assets	37,301	2,494	1,169	40,964
Current liabilities	(32,563)	-	-	(32,563)
Non- current liabilities	(595)	-	-	(595)
Net assets at the end of the year 2023	5,552	2,494	1,169	9,215

22 Movements in funds

2023 Movements in funds

	At the start of the year £'000	Income & gains £'000	Expenditure & losses £'000	Transfers between funds £'000	At the end of the year £'000
Unrestricted funds:					
General funds	5,552	58,855	(57,590)	(1,265)	5,552
Designated funds:					
IT Infrastructure reserve	2,460	-	(1,231)	-	1,229
Strategic investment	-	-	-	1,265	1,265
Total designated funds	2,460	-	(1,231)	1,265	2,494
Total unrestricted funds	8,012	58,855	(58,821)	-	8,046
Restricted funds:					
Specific UNICEF programmes	-	91,797	(91,797)	-	-
Youth Justice Pilot (Children's Rights In Scotland)	35	-	-	-	35
Rights Respecting Reserve (Clarks)	15	-	(15)	-	-
Rights Respecting Reserve (RLWC)	6	-	(6)	-	-
Rights Respecting Reserve (Nord Anglia)	-	12	(12)	-	-
Rights Respecting Reserve (Other)	-	-	-	-	-
Rights Respecting Reserve (Scotland)	-	310	(310)	-	-
Advocacy & Policy Programmes (Child Health Advocacy)	157	381	(253)	-	285
Advocacy & Policy Programmes (Early Years)	-	50	(25)	-	25
Child Rights & Sports Programme	225	286	(360)	-	151
Baby Friendly Reserve	281	180	(148)	-	313
¹ Foreign, Commonwealth & Development Office (FCDO)	-	2,236	(2,236)	-	-
UNICEF fundraising development	12	6,743	(6,395)	-	360
People's Postcode Lottery	(1)	-	1	-	-
Children's Rights In Scotland	16	-	(16)	-	-
Total restricted funds	746	101,995	(101,572)	-	1,169
Total funds	8,758	160,850	(160,393)	-	9,215

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 investment in information technology, including transformation programmes, planned for 2024.

The strategic investment reserve relates to additional resource, expertise, or investment in activities that support expansion, diversification, capability and furthering children's rights.

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.

2022 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	3,812	54,978	(51,837)	(1,401)	5,552
Designated funds:					
UK programmes action research	-	-	-	-	-
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

23 Related party transactions

The Trustees, President, Vice Presidents and key managerial staff made donations totalling £60,781 to UNICEF UK during 2023 (2022: £30,917). 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 2023 UNICEF UK transferred £89.2 million (2022: £118.2 million) to UNICEF as grants for international programmatic work to support children around the world.

Costs of £9,942 are recovered from UNICEF UK Enterprises Limited ('UEL') by the parent charity, UNICEF UK (2022: £28,240). As at the balance sheet date, UNICEF UK has an intercompany balance with UEL of £36,533 (2022: £359,815).

UNICEF UK agreed a revolving credit facility of up to £3.0 million to Soccer Aid Productions Limited. Following a Board resolution dated 29 January 2024, UNICEF UK approved the write off of the loan balance of £2.1million as at 31st December 2023. The Soccer Aid for UNICEF event continues to deliver a net surplus for UNICEF UK as donation income is captured within the charity not Soccer Aid Productions Limited, and is forecast to do so for the foreseeable future. The write off of the loan allows Soccer Aid Productions Limited, an integral part of the success of the Soccer Aid campaign, to deliver these benefits to UNICEF UK. As at the balance sheet date £428,399 has been drawn down on that facility (2022: £2,048,030).

There are no other related party transactions to disclose for 2023 (2022: 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 charge to corporation tax in 2023 (2022: 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:

	2023	2022
	£'000	£'000
Less than one year	1,835	1,824
One to five years	7,341	7,341
Over five years	2,294	4,129
	<u>11,470</u>	<u>13,294</u>



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 Global Goodwill Ambassadors

Muzoon Almellehan
David Beckham OBE
Orlando Bloom
Vanessa Redgrave CBE

UNICEF UK Ambassadors

Ramla Ali
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 OBE
James Nesbitt OBE
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Rita Ora
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Thank you also to our very generous supporters from Scotland who wish to remain anonymous and who support transformative education both in Scotland and globally.

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We also extend our deepest thanks to our six anonymous donors.

Global Guardians

UNICEF UK extends a warm thank you to our Global Guardians, a group of special supporters who make significant gifts to our core programmes for children each year.

Their donations give us the flexibility to respond wherever the need is most urgent. In 2023, Global Guardians contributed £437,000 for UNICEF's core programmes and a further £103,000 towards our critical responses in Ukraine, Türkiye, Syria, Sudan, Libya, and Gaza.

UNICEF NextGen

UNICEF Next Generation is a committed group of young leaders who pledge their financial resources, time, networks, and skills to UNICEF's life-saving work. Our NextGen members unlocked more than £500,000 for our work for children in 2023. Thank you.

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And all those who wish to remain anonymous. Thank you.

Legacies

Legacies continue to provide a large proportion of vital core funding for UNICEF in 2023. We are so grateful to the 266 supporters who left a gift in their Will to the world's children in 2023. Together, these generous gifts totalled £7.2 million, which will go towards our programmes empowering children across the world to reach their potential.

A further 320 supporters pledged to include a gift in their Will to UNICEF, and more than 400 individuals remembered a loved one by giving a gift to UNICEF in memory of a loved one. In July, we held our 10th Annual Summer Garden Party to thank supporters who have included a gift in their will to UNICEF. More than 160 supporters attended. We will be forever grateful for these genuine acts of kindness in helping us to build a safer world for children.

**PLEASE SUPPORT OUR
WORK TO BUILD A BETTER
WORLD FOR EVERY CHILD.**

The United Kingdom Committee for UNICEF
(UNICEF UK)

Registered Office

1 Westfield Avenue
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