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children first.

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ANNUAL REPORT 2014



Two girls finish homework outside their tent home in the Kawergosk camp near Erbil, Iraq, which hosts more than 13,000 Syrian refugees.



LEADERSHIP LETTER


Earlier this year, on a Friday evening in the middle of January, two of our best and brightest UNICEF colleagues, Ms. Basra Hassan and Dr. Nasreen Khan, went to have dinner at a restaurant in Kabul, Afghanistan. As they ate their meals, a bomb exploded in the café, killing both of them. Basra was a nutrition specialist from Michigan, and Nasreen was a health specialist from

Pakistan. These brave women made the ultimate sacrifice for the cause we all believe in: putting children first.

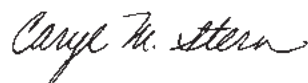
They never faltered in their determination to do more for children, no matter how difficult the circumstances might be. We think of them whenever the world's calamities start to seem a little overwhelming. This past year has been difficult for the world's children, from Typhoon Haiyan in the Philippines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

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

Thank you for your compassion and your support.



Peter Lamm
Chair



Caryl M. Stern
President and CEO



UNICEF...

...has helped **provide water to nearly 2 billion people** since 1990.



...immunizes **nearly 40%** of the world's children.

...has helped **eliminate polio in 122 countries** since 1988.



...is **the world's largest provider of ready-to-use therapeutic food**, a high-protein paste that can bring a malnourished child back to health within weeks.

...has helped **cut the number of children badly affected by stunting** by nearly 100 million since 1990.

...has helped **save more children's lives than any other humanitarian organization** — 90 million since 1990.

...has helped **reduce child mortality by nearly 50%** since 1990.



...can deliver **lifesaving supplies almost anywhere within 72 hours.**



In 2013, UNICEF purchased therapeutic food to treat 2.6 million severely malnourished children.

UNICEF'S WORK

Facing an unprecedented number of emergencies, UNICEF mobilized around the world to help children and families in need.

CLOCKWISE FROM TOP LEFT: A Syrian refugee child finds safety with a UNICEF staffer; a girl whose family fled violence in Central African Republic attends a UNICEF-supported learning center; even after a disaster like Typhoon Haiyan, children need to just be children.



Syria

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

Philippines

Typhoon Haiyan, one of the most powerful tropical storms ever recorded, struck the Philippines in November 2013. More than 6,000 people were killed, and thousands of homes were destroyed. More than 14 million Filipinos, including nearly 6 million children, were affected. UNICEF responded immediately: Working with the government of the Philippines and partner organizations, UNICEF helped provide clean water for nearly a million people, delivered emergency health kits to depleted clinics, reunited lost children with their families, provided psychosocial support and opened child-friendly spaces and temporary schools for thousands of students. The U.S. Fund mobilized a massive fundraising effort, raising just under \$20 million to support the immediate emergency response and long-term recovery.



UNICEF helped India eradicate polio, a major milestone in global public health; community mobilizers post vital information about Ebola in West Africa.

Central African Republic

The deeply impoverished Central African Republic has been mired in violence since December 2012. Fighting has displaced nearly 670,000 people, and at least 6,000 children have been forcibly recruited by armed groups. Meanwhile, the number of children treated for severe acute malnutrition tripled from 2013 to 2014, placing a severe strain on the country's only functioning pediatric hospital. UNICEF and its partners have screened more than 80,000 children for malnutrition and admitted more than 17,000 for care. Despite high insecurity, UNICEF freed more than 1,000 child soldiers and provided educational supplies and accelerated learning programs for 30,000 children. The U.S. Fund supported programs to protect children in Central African Republic from violence, disease and malnutrition.

South Sudan

The conflict that began in December 2013 has affected 7 million South Sudanese and forced more than 1.8 million people to flee their homes. With farmers unable to plant crops, food has become exceedingly scarce, putting 4 million people at risk of starvation. UNICEF has admitted more than 90,000 children under five to therapeutic care for severe acute malnutrition and immunized nearly 730,000 children 15 years old and under against measles. In addition to providing safe places for children to learn and play, and reuniting children with their families, UNICEF and partners have provided access to clean water for more than 3 million people. The U.S. Fund helped provide clean water, medical care and nutritional support to children and families in South Sudan.

Ebola

Several countries in West Africa are facing an outbreak of the Ebola virus that has become a major regional threat. More than 3,500 cases of the deadly disease were reported between March and August 2014. UNICEF is working across West Africa—in Côte d'Ivoire, Gambia, Guinea, Guinea-Bissau, Liberia, Mali, Senegal and Sierra Leone—to prevent further spread of the virus, through mobile messaging and

communication campaigns that counter misinformation about how the virus is transmitted. UNICEF and its partners have reached at least 5.5 million people in West Africa since the outbreak was declared, distributing essential supplies to affected communities and hospitals.

Progress on Polio

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

UNICEF has helped screen more than 589,000 South Sudanese children for malnutrition.



UNICEF Ambassador Selena Gomez visited an early childhood education classroom during a visit in May to Nepal.



U.S. FUND IN ACTION

Reaching millions of supporters and volunteers, the U.S. Fund helps the public stay informed and engaged.

Celebrity Relations & Partnerships

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

Education

In Fiscal Year 2014, TeachUNICEF secured \$350,000 in grant funding to develop the Humanitarian Action for Children Program, which will increase global competence among students through participation in an interactive simulation that deepens understanding of child rights and prepares students to take meaningful action in response. In conjunction with this new program, TeachUNICEF launched its new *Global Citizenship Brief*



magazine for students in March. The inaugural edition focused on UNICEF's No Lost Generation campaign in Syria. TeachUNICEF also collaborated with many organizations to support efforts on behalf of the world's children, including the Partnership for 21st Century Skills, the National Council for the Social Studies, the Asia Society and the Committee for Teaching about the United Nations.

The UNICEF Bridge Fund

The UNICEF Bridge Fund was launched in 2011 by the U.S. Fund as an innovative impact investment vehicle. It enables

UNICEF delivered clean water to more than 10 million people affected by the conflict in Syria.

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



Public Policy and Advocacy

The U.S. Fund for UNICEF's Office of Public Policy and Advocacy (OPPA) brought the fight for child survival to Washington, D.C., advocating for the U.S. Government's annual contribution to UNICEF and appropriations for child survival and maternal health. With help from UNICEF supporters across the country, \$132 million was secured for UNICEF in Fiscal Year 2014. To educate policymakers, OPPA briefed Congress on a wide range of children's issues, including progress on child mortality, birth registration, disabilities, water and sanitation, trafficking and emergencies, including the impact of the Syrian conflict on children.

Trick-or-Treat for UNICEF

October 2013 marked the 63rd year of the Trick-or-Treat for UNICEF campaign. Millions of children across the country, as well as schools, teachers, NGOs, community and faith-based groups, corporate partners, employees, government officials and adults participated in Trick-or-Treat for UNICEF, raising more than \$3 million. The U.S. Fund for UNICEF is grateful for the support of National Sponsors HSNi and Key Club International, along with promotional supporters American Airlines and Coinstar, Inc.

UNICEF Tap Project

In its eighth year, the UNICEF Tap Project went viral. The U.S. Fund for UNICEF

issued the challenge: For every 10 minutes people spent away from their smartphones, our sponsors would provide the funding equivalent of a day of clean water for a child in need. Volunteers, along with corporate partners, celebrities and local governments supported the initiative and spent 220 million minutes away from their phones. The U.S. Fund for UNICEF is grateful to its partners in the UNICEF Tap Project: Founding Agency Partner Droga5, Media Partner MediaVest, National Sponsor L'Oréal USA – Giorgio Armani Fragrances and Time Sponsor UNICEF's Next Generation.

Team UNICEF

In the aftermath of Hurricane Sandy and the unprecedented cancellation of the 2012 marathon, Team UNICEF came back for the 2013 marathon with 45 new runners and 45 deferred runners from the previous year. For Fiscal Year 2014, the 45 new runners raised more than \$170,000 to support UNICEF's global programs.

Run for the Philippines

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

Live Below the Line

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

End Trafficking

The End Trafficking project is the U.S. Fund for UNICEF's initiative to raise awareness about human trafficking and mobilize communities to take meaningful action to protect children. We educate and activate through in-person and online trainings, film screenings, public awareness campaigns and social media. This year, we engaged 8,736 people at 55 events, garnered more than 616 million media impressions and mobilized more than 3,000 people to write to Congress to strengthen anti-trafficking legislation. Two internal research studies indicate that from 2012–2014, awareness levels, familiarity and concern about human trafficking have increased significantly among the general population and among the U.S. Fund's constituents.

Global Citizenship Fellows

The U.S. Fund for UNICEF's Global Citizenship Fellowship Program prepares a group of committed, globally minded

individuals for leadership in public service. In Fiscal Year 2014, there were 1,200 applications for 13 fellowships in 8 cities across the U.S. Global Citizenship Fellows serve as grassroots mobilizers across the U.S., working to raise awareness about issues facing children and to inspire faith-based communities, schools, volunteers and others to take action. Through presentations, film screenings, panel discussions and tabling events, this year's fellows have reached more than 80,000 people with their message of civic engagement and global citizenship.

Volunteers

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

Winning Hearts & Minds

One of the U.S. Fund for UNICEF's strategic priorities is to "win hearts and minds." A key component of that work is

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

K.I.N.D. (Kids in Need of Desks)

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

Sports Partnerships

The sports world stepped up in many ways this year to help the world's children. In the aftermath of Typhoon Haiyan

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

Direct Marketing

The U.S. Fund raises funds through a variety of channels. Donations raised through direct marketing, including our monthly giving program, are not targeted to one specific region or initiative, so UNICEF can use the funds raised wherever the need is greatest. In Fiscal Year 2014, the U.S. Fund raised \$44.9 million through direct marketing.

Digital Fundraising

The U.S. Fund maintains a robust digital program, including search engine and email marketing. The U.S. Fund also completed a thorough redesign of its website, unicefusa.org. By expanding the reach of its digital platforms, the U.S. Fund raised \$21.6 million in online donations in Fiscal Year 2014.

NATIONAL LEADERSHIP

The National Board of Directors governs the U.S. Fund for UNICEF, and in Fiscal Year 2014, it guided us to a productive and noteworthy year. National Board members visited UNICEF programs around the world, hosted major philanthropic initiatives, secured new partnerships and contributed significant resources to support UNICEF's work on behalf of children.

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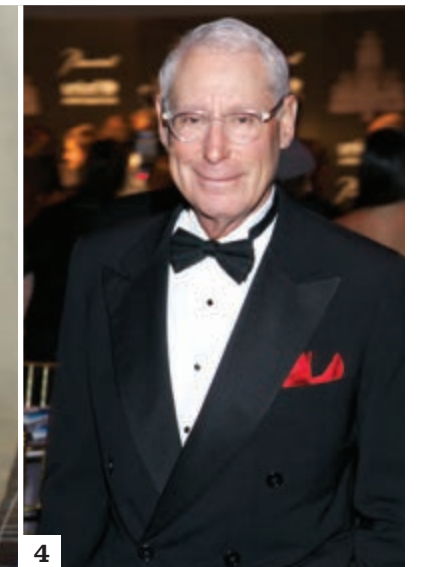
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1. National Board member Dikembe Mutombo with his wife, Rose Mutombo, at the Audrey Hepburn® Society Ball in Houston. 2. National Board member and UNICEF Ambassador Téa Leoni visiting Syrian refugees in Jordan in December. 3. National Board members Dolores Gahan, Sherrie Westin and Hilary Gumbel celebrating the launch of *I Believe in Zero: Learning from the World's Children* in September in New York. 4. National Board member Henry Schleiff at the UNICEF Snowflake Ball. 5. U.S. Fund supporter Beth Floor and National Board member G. Barrie Landry visited Colombia in February. 6. National Board Chair Peter Lamm meets with children during a field visit to Aceh Province, Indonesia in February, 2014. Lamm accompanied UNICEF Executive Director Anthony Lake on the visit for a firsthand look at UNICEF's role in the region's continuing recovery from the 2004 tsunami.



6

5



UNICEF and its partners have reached 5.5 million people in West Africa with vital information about how to prevent Ebola.

REGIONAL LEADERSHIP

The U.S. Fund's regional boards made significant contributions to our work across the United States, generating more than \$33 million to make a better world for children.

Mid-Atlantic

The Mid-Atlantic Regional Board was launched in June 2014 as the U.S. Fund for UNICEF's newest regional addition. Board members are passionate advocates of children and include corporate executives, parents, community leaders and advocacy experts, as well as longtime UNICEF supporters, all from the Washington, D.C., metropolitan region.

Midwest

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

New England

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



1. Message of Hope Gala co-chairs Linda Havlin, Rob Brown, Casey Marsh (Midwest Region Managing Director), Carol Dawley and Wendy Serrino. 2. Laura Turner Seydel, AI Horford, UNICEF Experience Atlanta event co-chair Rebecca Gupta and her husband, Dr. Sanjay Gupta. 3. Carol J. Hamilton, member of the New York Regional Board, on a field visit to Ethiopia. 4. Southern California Regional Board member Christina Zilber, her daughter, UNICEF Young Ambassador Amélie Zilber, North Texas Regional Board member Steve Ladik, U.S. Fund supporter Zoe Corwin and her daughter, UNICEF Young Ambassador Teva Corwin, and HSN's Andrea Masterson, pictured during a visit to Malaysia, with U.S. Fund staff Emily Distel and Ameer Toila, members of UNICEF Malaysia, the Companies Commission of Malaysia and Kien Hing Child Care Centre. 5. Southwest Regional Board member Selwyn Rayzor, U.S. Fund for UNICEF President & CEO Caryl M. Stern, Jessica Nowitzki and Southwest Regional Board member Joyce Goss at the UNICEF Experience Dallas.





1. At the Snowflake Ball, New York Regional Board member and Snowflake Committee co-chair Daniella Vitale presented the Spirit of Compassion Award to her colleague Mark Lee, CEO of Barneys New York, with U.S. Fund President and CEO Caryl M. Stern. 2. Southern California Regional Board Chair Ghada Irani (center), with Michael Douglas and Matt Damon, who were honored at the UNICEF Ball in Los Angeles in January. 3. Bernard Taylor, member of the National Board and the Southeast Regional Board, on a field visit to Ethiopia. 4. At a Speaker Series Luncheon in April with UNICEF Specialist Cara Yar Khan (second from left) are Northwest Regional Board members Caroline Barlerin, Julie Hamwood, Kin Bing Wu and Laurie van Loben Sels. 5. Samar and Will Langhorne with National Board member and UNICEF Ambassador Téa Leoni at an event for Syrian children in Washington, D.C. 6. UNICEF Canada's Mariatu Kamara and G. Barrie Landry, member of the National Board and vice-chair of the New England Regional Board.



New York

With the leadership of the New York Regional Board, the New York Region raised \$8.4 million in individual philanthropic support for the U.S. Fund for UNICEF. The Snowflake Ball was a highlight of the year and generated an additional \$2.8 million. The Ball was co-chaired by New York Regional Board member Daniella Vitale, who presented the Spirit of Compassion award to her colleague Mark Lee, CEO of Barneys New York.

Northwest

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

Southeast

The Southeast Region raised more than \$3.2 million, a 78 percent increase from the previous year, hosted a Speaker Series event on trafficking, which drew more than 700 attendees, and held the UNICEF Experience Dinner at the home of Dr. Sanjay and Mrs. Rebecca Gupta.

Southern California

Thanks to a renewed and enhanced commitment by the Education Above All Foundation, the U.S. Fund for UNICEF received a gift of \$10.8 million for the education needs of Syrian children, which will be matched by other UNICEF donors worldwide.

Southwest

With regional boards of directors in Dallas and Houston, the Southwest Region raised more than \$2.6 million in major gifts. Houston held the second annual Audrey Hepburn® Society Ball, and Dallas held the third annual UNICEF Experience, together raising more than \$1 million.

U.S. FUND FOR UNICEF REGIONAL BOARDS AS OF NOVEMBER 1, 2014

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Wendy M. Serrino, *Chair*
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Latha Sundaram
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Persant Mehta
Louise Ng
Stephanie Perkins
Roy Perry
Camilla Blaffer Royal
Mariana Servitje
Alicia Smith
Monsour Taghdisi
Mia Wright
Remus Wright



1. NextGen members Pat DeFrancesco, Rhys Marsh, Brittany Ford and Leila Ladjevardian on a volunteer work trip with the UNICEF Innovation Team in Burundi. 2. UNICEF's Next Generation photo benefit committee, New York City. 3. NextGen Founders Circle member Lauren Bush Lauren at a UNICEF-supported school in Jamaica. 4. UNICEF Burundi's Chelsey LePage with NextGen members Abby Herzig, Brittany Ford, Pat DeFrancesco, Kristen Pieszko, Rhys Marsh and Leila Ladjevardian in Burundi. They watched a demonstration of the pedal-powered generator and LED lights that a group called Project Lumiere has purchased to sell in their communities. LED lights reduce dependency on kerosene, candles and other fuels that can cause health problems linked to smoke and lead to household fires. Inexpensive LED lights allow children to study and learn after the sun goes down.

NEXT GENERATION

UNICEF's Next Generation helped raise more than \$900,000 to support UNICEF programs worldwide, including three UNICEF Innovation Labs in Southeast Asia and the UNICEF Tap Project. Eight Next Generation Steering Committee members volunteered remotely with the UNICEF Burundi field office for months and traveled to the country in May to support the UNICEF Innovation Team in areas such as data visualization, microfinance, communications and software technology. NextGen also held five successful events last year: UNICEF Masquerade Ball-NYC, UNICEF Masquerade Ball-LA, UNICEF's Next Generation Photo Benefit in New York City and Los Angeles and the Chicago Message of Hope After-Party.

NEXT GENERATION STEERING COMMITTEE MEMBERS AS OF NOVEMBER 1, 2014

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 Suruchi Ahuja
 Brian Forde
 Margaret Griffiths
 Emily D. Griset
 Jillian Gumbel Robins
 Michael Hardaway
 Abby Herzig
 Sara Jacobs
 Leila Ladjevardian
 Adriana Marianella
 Sterling McDavid
 Nicole Neal
 Rebecca Orlowitz
 Matt Rosenberg
 Carly Segal
 Candice Wolfswinkel Kislack
 Elizabeth Yale

- Brittany Ford
 Priscilla Fraser
 Randolph Frazier
 Danielle Gano
 Kate Gregg
 Matthew Herman
 Gabé Hirsch
 Natalie Krinksy
 Eric Ladin
 Katy Ladin
 Gabrielle Lardiere
 Adam O'Connor
 Ahna O'Reilly
 Danielle Simmons
 Skyler Stevenson
 Kelly Wilson

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 Adam Berninger
 Jessica Betts
 Margaret Betts
 Barbara Bush
 Clementine Crawford
 Arielle Diskin
 Meredith Gitomer
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 Wendy Stapleton Reyes
 Maya Samuelsson
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 Megan Ferguson, *Co-Chair*
 Meri Barnes
 Amy Bell
 Denise Chyette
 Yasmin Coffey



South Sudanese children read from their textbooks at the UNICEF-supported Shamba Primary School in the Kakuma refugee camp in northwest Kenya.

PARTNERS & PROJECTS

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

Corporations

American Airlines

PARTNER: American Airlines

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



PARTNER: The Carnival Corporation & plc, the Miami HEAT and the Micky & Madeleine Arison Family Foundation

To help the children and families affected by Typhoon Haiyan, Carnival's donation of \$500,000 supported UNICEF's emergency relief efforts, including providing clean water to affected communities, delivering emergency health kits to clinics, reuniting lost children with their families and opening child-friendly spaces and temporary schools.



PARTNER: Caterpillar Foundation

Continuing its support of UNICEF education programs in Ethiopia, Rwanda and South Africa, the Caterpillar Foundation completed its

investment in a three-year, \$3 million commitment to UNICEF's Schools for Africa initiative, which includes support for water, sanitation and hygiene in schools, teacher training, and school materials and improvements.



PARTNER: Disney

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



PARTNER: GE Foundation

This year, the GE Foundation committed to three new multi-year grants totaling \$3.3 million to support innovations in maternal and child health care in Rwanda, Kenya, Tanzania, Uganda and Cambodia. The grants will fund initiatives aimed at increasing access to life-

saving oxygen; improving water, sanitation and hygiene in health care facilities; and creating low cost medical products to increase access to and quality of health care for the most underserved populations of mothers and children. In addition, the GE Foundation provided funding toward a three-year grant made last year for RapidSMS, a hand-held technology that gives community health workers the ability to track maternal and child care through pregnancy and the critical first 30 days of life.



PARTNER: Giorgio Armani Fragrances

The company celebrated its fifth anniversary as National Sponsor of the UNICEF Tap Project, raising \$500,000 to help provide clean water, sanitation and hygiene education for children in Burkina Faso and Tanzania. Through its Acqua for Life campaign, Giorgio Armani Fragrances made a \$5 donation for each Acqua di Giò and Acqua di Giòia fragrance sold in March and also sponsored the UNICEF Tap Project mobile web app.



PARTNER: GP Cellulose

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



PARTNER: Gucci

This year, Gucci made donations and new commitments of more than \$4.7 million to UNICEF's Schools for Africa and Schools for Asia education initiatives through sales of the "Gucci for UNICEF" bag and a grant made in association with the Gucci Children's Collection. Since the beginning of this global partnership in 2005, the support of Gucci and its customers has helped UNICEF to reach more than 7.5 million children by providing training for approximately 8,700 teachers, supplying 14,600 desks and constructing 294 classrooms, 177 facilities for teachers and 1,856 water and sanitation facilities, all contributing to children staying in school and receiving a better education.



PARTNER: HSN, Inc.

As National Sponsor of Trick-or-Treat for UNICEF, HSN, Inc. through its lifestyle brands HSN, Grandin Road and Chasing Fireflies, launched online retail stores that featured and sold Halloween-themed items to benefit UNICEF and invited their customers to donate as well. HSN also hosted the first HSN Trick-or-Treat for UNICEF Primetime Special, which featured on-air interviews with HSNi CEO Mindy Grossman and U.S. Fund for UNICEF President and CEO Caryl M. Stern. The HSN, Inc. initiative raised over \$500,000 and generated more than 100 million media impressions.



PARTNER: IKEA Foundation

IKEA Foundation donated more than \$13 million through the Soft Toys for Education campaign to UNICEF and Save the Children. The Soft Toys for Education campaign has helped UNICEF increase access to quality education for more than 6 million children throughout Africa over the past 10 years. In the U.S., IKEA raised more than \$490,000 to support UNICEF by donating 100 percent of the purchase price and an additional \$1 for each pack of UNICEF Greeting Cards sold in stores.



PARTNER: Merck

Merck's Mectizan® Donation Program is the longest-running public-private partnership of its kind. Merck's ongoing support has enabled UNICEF to reach more than 15 million people in Nigeria this year with treatments to prevent river blindness, a debilitating and disfiguring disease transmitted through the bite of parasite-bearing flies. Merck also provided funding for a second year to reduce maternal deaths related to pregnancy or childbirth, and neonatal deaths in South Africa through the Merck for Mothers Global Giving Program.



PARTNER: Pfizer Inc

Pfizer provided support to UNICEF's emergency response after Typhoon Haiyan in the Philippines.



PARTNER: Pier 1 Imports®

Long-term partner Pier 1 Imports® once again sold UNICEF holiday cards in their stores nationwide and gave 100 percent of the proceeds from sales to the U.S. Fund for UNICEF. The company generated \$1,486,540 in revenue in Fiscal Year 2014 for UNICEF programs.



PARTNER: Prudential Financial, Inc.

Prudential Financial, Inc., provided a new loan of \$12.5 million to the UNICEF Bridge Fund. Two years earlier, Prudential was the first corporation to support the Bridge Fund, with a \$7.5 million investment. That initial support capitalized the loan pool and attracted individual, foundation and corporate lenders. With this second loan, Prudential has made a commitment to the Bridge Fund's support of UNICEF's work to eradicate polio. To reach its goal of eradicating polio from the world by 2018, UNICEF urgently needs to ensure a

steady supply of oral polio vaccine that can be swiftly dispatched anywhere in the world. This loan will help make that possible.



PARTNER: Unilever United States Foundation, Inc.

As part of the Unilever Foundation's global partnership with UNICEF, launched in 2012, the Unilever United States Foundation is supporting UNICEF's Community Approaches to Total Sanitation (CATS) program. CATS aims to eliminate open defecation by promoting demand for sanitation. This global partnership has contributed to reaching more than 1 million people with interventions to change sanitation behavior, which results in "open defecation-free" communities.



PARTNER: UPS

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



PARTNER: Western Union Foundation
Western Union and the Western Union

Foundation donated \$600,000 this year as part of a three-year, \$1.8 million commitment to support UNICEF education programs through the PASS initiative, which is harnessing the power of soccer to ensure that children around the world gain access to a quality education. Western Union also launched the Education for Better Fund to support UNICEF education programs for Syrian children.

Foundations

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

PARTNER: The Bill & Melinda Gates Foundation

The Bill & Melinda Gates Foundation was the largest private foundation donor to the U.S. Fund in 2014, granting more than \$96 million in funds for lifesaving programs. Programs generously supported by the Foundation include the development of the Global Newborn Action Plan, emergency response for Syrian refugees in Jordan, capacity-building with UNICEF Advocacy and Human Resources, and assistance to convene a major HIV conference in Johannesburg, South Africa. The Foundation also continued support for the following programs: global- and country-focused activities contributing to the Global Polio Eradication Initiative, the Sanitation and Water for All Secretariat at UNICEF and delivery of the oral cholera vaccine in emergency settings.

PARTNER: National Philanthropic Trust

The National Philanthropic Trust granted two awards totaling \$51.2 million to the U.S. Fund to support UNICEF's multi-country involvement in the Global Polio Eradication Initiative.

Individuals

PARTNER: Anonymous Individual
A gift of \$900,000 helped UNICEF mobilize resources in the immediate aftermath of Typhoon Haiyan and supported long-term recovery in the Philippines by strengthening the resilience of the most vulnerable communities.

PARTNER: Anonymous Individual
\$1.1 million in philanthropic support will provide the flexibility to reach the poorest and most vulnerable children; a portion of the funds will be directed to efforts in the Philippines for reducing the risk to children in future natural disasters.

PARTNER: AJA Charitable Fund
This gift of \$720,000 supports the expansion of manual drilling in the rural Nzerekore region of Guinea. Thanks to this funding, UNICEF is training new drilling enterprises, which will result in clean, safe and sustainable water points to benefit approximately 300,000 children and their families.

PARTNER: The Davee Foundation
This lead gift of \$500,000 launched the Midwest campaign of The Eliminate Project, an effort to eliminate maternal and neonatal tetanus from the world. The donor joins the U.S. Fund for UNICEF and Kiwanis International in an effort to tackle one of the most pressing issues facing child survival. This contribution ensured that more than 277,000 women and their future newborns will be protected from tetanus.

PARTNER: Mr. and Mrs. William Dietz, Jr.
Bill and Cindee Dietz of Grayslake, Ill., made a \$500,000 loan to the Bridge Fund. Bill joined the U.S. Fund for UNICEF's Midwest Regional Board in the fall of 2013 and also co-chairs the region's Message of Hope Gala committee. Bill was inspired to invest further with UNICEF after his first field visit to Uganda in September 2013.

PARTNER: Education Above All – Educate a Child Program
This \$10.8 million contribution will increase access to education for more than 586,600 Syrian children who are out of school within Syria or who are living as refugees in Jordan, Iraq, Lebanon and Turkey through the construction of new classrooms, teacher training, distribution of school materials and strengthening of alternative education programs.

PARTNER: Stefan Findel & Susan Cummings-Findel
This gift of more than \$1 million supports UNICEF's Child Survival programs, focusing on boosting nutrition and feeding practices to benefit children in the world's poorest areas.

The Findels' support contributed to reducing the number of child deaths under the age of 5 by providing nutrition supplements and vaccines, and promoting lifesaving practices such as breastfeeding and safe hygiene. In addition, the Findels supported the humanitarian response to the emergency in Syria and the production of an inspirational video to expand support for the UNICEF Bridge Fund.

PARTNER: G. Barrie Landry and the Barrie Landry Charitable Foundation
This \$500,000 contribution and \$250,000 loan to the UNICEF Bridge Fund helped to bridge timing gaps in funding to purchase lifesaving goods. G. Barrie Landry's commitment of \$1.1 million launched the first master's degree program in child protection. The UNICEF-Harvard Child Protection Program is a partnership between UNICEF and the Harvard School of Public Health that will help train a new generation of child protection specialists working around the world.

PARTNER: Bob and Tamar Manoukian and Affiliates
General support for UNICEF's lifesaving programs was provided through event sponsorship at the UNICEF Ball in Los Angeles honoring Ghada Irani. A gift of \$227,758 in general support will allow UNICEF to reach some of the poorest and most vulnerable children. Additional investment funds were provided to the U.S. Fund for UNICEF for operations and growth and to strengthen the U.S. Fund's corporate constituencies.

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

PARTNER: Amy Towers, Nduna Foundation
Continuing her support of research, evaluation and capacity building in Zimbabwe, Amy Towers gave \$1 million to support the Collaborating Center for Operational Research and Evaluation. She has supported this program, one of UNICEF's Innovation Labs, with more than \$4.5 million of funding.

PARTNER: Treehouse Investments, LLC
Treehouse Investments, LLC, a family office

comprised of longtime supporters of UNICEF, made its second loan of \$1 million this year. Its first investment in the Bridge Fund was made last year and helped to set the path for more individual philanthropists to participate in the program.

PARTNER: Margaret Alkek Williams and the Albert and Margaret Alkek Foundation
For the second consecutive year, Margaret Alkek Williams and the Albert and Margaret Alkek Foundation gave \$500,000 in support of the partnership among UNICEF, Texas Children's Hospital and Baylor University for pediatric HIV and AIDS research. This continuing grant supports direct care for children and families through a Houston-based retrovirology special projects team that provides technical expertise, leadership and training for the Baylor International Pediatric AIDS Initiative.

Civil Society Partners and Campaigns



PARTNER: Kiwanis International Foundation, The Eliminate Project
Kiwanis International continues its strong partnership with UNICEF to eliminate maternal and neonatal tetanus from the world. Kiwanis made an additional pledge commitment of \$10 million, which will protect more than 5.5 million women and their future newborns from tetanus. Kiwanis International also granted \$6.5 million to support tetanus immunization campaigns around the world, including Angola, Democratic Republic of Congo, Haiti, Kenya, South Sudan and more, impacting millions of women and families.



PARTNER: The Rotary International Foundation
Rotary is a critical partner with UNICEF in the fight to eradicate polio forever. This year, Rotary International granted \$58.5 million to the U.S. Fund for UNICEF in support of UNICEF's polio eradication activities. Efforts focused on Afghanistan, Nigeria and Pakistan, the three countries where the polio virus remains endemic. Rotary funding has supported ini-

tiatives in impoverished and conflict-affected countries where outbreaks have occurred and continue to threaten children, including Iraq, Chad, South Sudan and Democratic Republic of Congo. Rotary funds also supported UNICEF's immunization activities in India to maintain the country's eradication status.



PARTNER: United Methodist Committee on Relief (UMCOR)
UMCOR partnered with the U.S. Fund for UNICEF to reduce child and maternal mortality and morbidity by reducing malaria prevalence. UMCOR committed \$1,533,701 to procure 390,000 bed nets for the Bo District in Sierra Leone, fully covering the existing gap. Due to UMCOR's partnership, total coverage in the district was achieved.



PARTNER: Zonta International
From 2012–2014, Zonta International's \$1 million commitment will cover almost 10 percent of Rwanda's total funding needs for the prevention of mother-to-child transmission of HIV and the prevention of gender-based and domestic violence. Because of partners like Zonta International, Rwanda is on track to achieve an HIV-free generation by 2015.

Special Events

PROJECT: The UNICEF Snowflake Ball, presented by Baccarat, in New York City on Dec. 3, 2013.
The 2013 UNICEF Snowflake Ball, held at Cipriani Wall Street, was hosted by Bryant Gumbel and included a special musical performance by UNICEF Goodwill Ambassador Katy Perry. The U.S. Fund for UNICEF was proud to honor UNICEF Goodwill Ambassador Danny Glover and Mark Lee, CEO of Barneys New York, for their dedication to the world's children. The evening raised more than \$2.8 million for UNICEF's lifesaving programs.

PROJECT: The UNICEF Ball, presented by Baccarat, in Los Angeles on Jan. 14, 2014.
More than 700 guests attended the black-tie affair at the Beverly Wilshire Hotel honoring Michael Douglas, a United Nations Messenger of Peace, and Ghada Irani, the U.S. Fund for UNICEF's Southern California Board Chair. Matt Damon and Jerry Weintraub teamed up to emcee the fifth biennial ball, and guests enjoyed performances by Cheryl Burke and Valentin Chmerkovskiy of *Dancing with the Stars*, Paul Anka and Kristin Chenoweth. Attendees included Sylvester Stallone, Don Cheadle, Anna Kendrick, Danny DeVito, James Marsden, former Secretary of State James Baker III, Téa Leoni, Alyssa Milano and the event's lead benefactors, Tamar and Bob Manoukian. The ball raised a record-breaking \$2 million.

PROJECT: UNICEF's Message of Hope Gala and After-Party in Chicago on April 11, 2014.
More than 400 guests attended the 2014 UNICEF's Message of Hope Gala and After-Party to raise \$1.2 million for UNICEF and Kiwanis International's work through The Eliminate Project—the first time a U.S. Fund for UNICEF Midwest event raised more than \$1 million. The gala co-chairs were Robert T. Brown, Carol Dawley, Linda Havlin and Wendy Serrino. Lead corporate sponsors included A.T. Kearney, Energy BBDO, GCM Grosvenor, Hyatt Hotels & Resorts, Kirkland & Ellis, Make It Better Foundation and many more. Funds raised through UNICEF's Message of Hope Gala will help protect more than 666,000 women and their future newborns against tetanus.

PROJECT: The UNICEF Experience in Atlanta on April 27, 2014.
More than 500 guests attended the fourth annual UNICEF Experience Atlanta, which included an exclusive dinner at the home of Dr. Sanjay and Mrs. Rebecca Gupta, along with an interactive exhibit bringing UNICEF's work to Atlanta. U.S. Fund for UNICEF National Board member Bernard Taylor and Atlanta Hawks basketball star Al Horford were honored at the event. Honorary Chair and UNICEF Ambassador Vern Yip, along with co-chairs Rebecca Gupta, Rose Mutombo and Alexandra Walter, helped to raise more than \$515,000 from the event to support UNICEF's work around the world.

SUPPORTERS

The following lists acknowledge major contributions of support for the U.S. Fund for UNICEF in Fiscal Year 2014 (JULY 1, 2013 – JUNE 30, 2014)

Corporations

Companies and/or their employees that supported the U.S. Fund for UNICEF with cash and/or in-kind gifts.

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Gifts of \$1,000,000 and above

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Caterpillar Foundation†
GE Foundation†
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Delta Air Lines

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Foundations

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The Bill & Melinda Gates Foundation
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Peter and Ghiri Obermann
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Dawn O'Neill
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David B. Osborne
Barbara Painter
Meg K. Palley
Jan Paratore
Brad Parker

Danny Kaye Society *continued*

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 Edgar and Phyllis Peara
 Alexandra Perle
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 Barbara Phillips
 Colette A. M. Phillips
 Mary O. Pieschek
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 Martin A. Platsko and Lillian May Platsko
 (Deceased)
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 Albert Podell
 Sandra Pollitt
 Richard and Meredith Poppele
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 Anak Rabanal
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 Raja and Vijaya Raman
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 Petronella Wijnhoven
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 Nancy I. Williams
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 Nancy G. Worsham
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 Eberhard and Shahla Wunderlich
 Leah Bishop & Gary Yale
 Rodolph Yanney
 Melody Yates
 Mr. Douglas N. Young
 Sam Zhang
 Ms. Ray Zimmerman
 Margret Zwiebel

Program and Community Engagement

We appreciate the commitment, time, talent and energy of our volunteers, Global Citizenship Fellows, educators, civil society partners, donors and supporters. Whether you are volunteers conducting grassroots fundraisers, a member of our UNICEF Campus Initiative or UNICEF High School Club, runners on Team UNICEF, educators using TeachUNICEF resources or organizations mobilizing your members to increase awareness and funds, every penny you raise and every minute you spend advocating on behalf of children saves lives.



\$1,000,000 AND ABOVE

Kiwanis International Foundation
 Rotary International Foundation
 United Methodist Committee on Relief
 Zonta International

\$100,000 AND ABOVE

Advance Remarketing Services
 Gilead Foundation
 Latter-Day Saint Charities, Inc.
 The New York Community Trust
 Unite 4: Good

\$50,000 AND ABOVE

International Congress of Oral Implantologists
 Union for Reform Judaism

\$10,000 AND ABOVE

American Jewish Joint Distribution
 Committee
 BAPS Charities
 Broadway Cares/Equity Fights AIDS
 Congregational Churches
 Delta Kappa Gamma Society International
 Donate for a Cause, Inc.
 Filipino Community in America
 General Federation of Women's Clubs
 Jewish Coalition for Disaster Relief
 Millennium Foundation
 Philippine-American Association of
 North Carolina, Inc.
 Philippine Nurses Association of
 America Foundation
 Presbyterian Church USA
 Sixth Avenue Baptist Church
 Teach Them to Fish Foundation, Inc.
 Unitarian Universalist Congregations
 United Church of Christ
 United Methodist Church
 United Nations Association, Davis Chapter

United Nations Association of
 Southern Arizona
 United Way
 VML Foundation

UNICEF Goodwill Ambassadors

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 Ishmael Beah, *Advocate for
 Children Affected by War*
 David Beckham
 Harry Belafonte
 Orlando Bloom
 Jackie Chan
 Myung-Whun Chung
 Judy Collins
 Mia Farrow
 Danny Glover
 Whoopi Goldberg
 Maria Guleghina
 Angélique Kidjo
 Yuna Kim
 Tetsuko Kuroyanagi
 Femi Kuti
 Leon Lai
 Ricky Martin
 Shakira Mebarak
 Lionel "Leo" Messi
 Sir Roger Moore
 Nana Mouskouri
 Liam Neeson
 Katy Perry
 Berliner Philharmoniker
 HM Queen Rania, *Eminent Advocate*
 Vanessa Redgrave
 Sebastião Salgado
 Susan Sarandon
 Maxim Vengerov
 Serena Williams

UNICEF Ambassadors

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 Laurence Fishburne
 Selena Gomez
 Dayle Haddon
 Angie Harmon
 Téa Leoni
 Lucy Liu
 Joel Madden
 Alyssa Milano
 Sarah Jessica Parker
 Marcus Samuelsson
 Vern Yip

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 Sandra Lee
 Benji Madden
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 Jesse Metcalfe
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 Rihanna
 Cara Santana
 Pete Wentz

Alumni

Clay Aiken
 Katie Couric
 Jane Curtin
 James Kiberd
 Isabella Rossellini
 Summer Sanders
 Liv Tyler

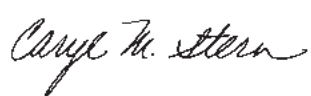
FINANCIAL LETTER

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

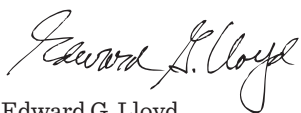
The financial summary on page 38 highlights our financial statements, all of which KPMG, LLP audited. A complete set of our financial statements, including the related notes with auditors' unqualified opinion, is available upon request as well as on our website.

At the direction of the Audit Committee, U.S. Fund management has continued to enhance a robust internal audit plan that emphasizes compliance, accountability, data security and reliability in order to help counter any risks that could impact the internal control systems of the organization. The scope of our internal audit testing, approved by the Audit Committee, included testing of controls at our national headquarters involving our grant making and approval process, major donor agreements, major vendor contracts, and whistleblower and conflict of interest policies, as well as a review at the regional offices, and all were found to be reliable and effective. We also are in compliance with Federal Form 990 requirements and comply with 403(b) Form 5500 audit requirements. Any findings are reported to the Audit Committee and shared with our independent auditors. The same rigor has been applied when reviewing our information technologies systems for compliance and control, and we have met Payment Card Industry (PCI) compliance standards.


We believe that our internal controls, coupled with continued enhancements, oversight and internal audit process testing, provide reasonable assurance that our financial reports and statements are reliable and that they comply with generally accepted accounting principles.



Caryl M. Stern
President and CEO



Edward G. Lloyd
Chief Operating Officer and
Chief Financial Officer



On the first day of school in Sanliurfa, Turkey, a girl holds her packet of school supplies provided by UNICEF to Syrian refugee children in the area.

FINANCIAL RESULTS

Public Support, Revenue, Expenses and Net Assets

PUBLIC SUPPORT AND REVENUE		2014	2013
Public support:			
Corporate		\$20,610,246	\$15,063,959
Major gifts		27,834,993	22,609,267
Foundations		151,187,420	107,364,848
Non-governmental organizations (NGOs)		89,067,305	10,425,343
Direct marketing		44,983,966	32,488,076
Trick-or-Treat programs		2,749,536	2,096,851
Internet		21,578,866	17,733,677
Other		3,109,342	7,161,535
Gifts-in-kind		212,111,614	360,980,827
Special events income (net of expenses)		5,651,302	4,472,601
Bequests and legacies		20,305,736	6,249,549
Total public support		599,190,326	586,646,533
Revenue:			
Greeting card revenue		3,471,827	3,472,318
Investment return		4,047,158	2,680,199
Change in value of split-interest agreements		160,224	(206,983)
Total revenue		7,679,209	5,945,534
Total public support and revenue		\$606,869,535	\$592,592,067
Expenses:			
		Percent of Total Expenses	Percent of Total Expenses
Program services:			
Grants to UNICEF and other not-for-profit organizations	\$474,626,933	88.0%	\$517,600,879
Public information	10,903,715	2.0%	8,588,110
Advocacy	961,921	0.2%	892,409
Total program services	486,492,569	90.2%	527,081,398
Supporting services:			
Management and general	14,571,585	2.7%	14,418,483
Fundraising expenses	38,083,083	7.1%	36,630,320
Total supporting services	52,654,668	9.8%	51,048,803
Total expenses	539,147,237	100.0%	578,130,201
Change in net assets:	67,722,298		14,461,866
Net assets at beginning of year	78,287,902		63,826,036
Net assets at end of year	\$146,010,200		\$78,287,902

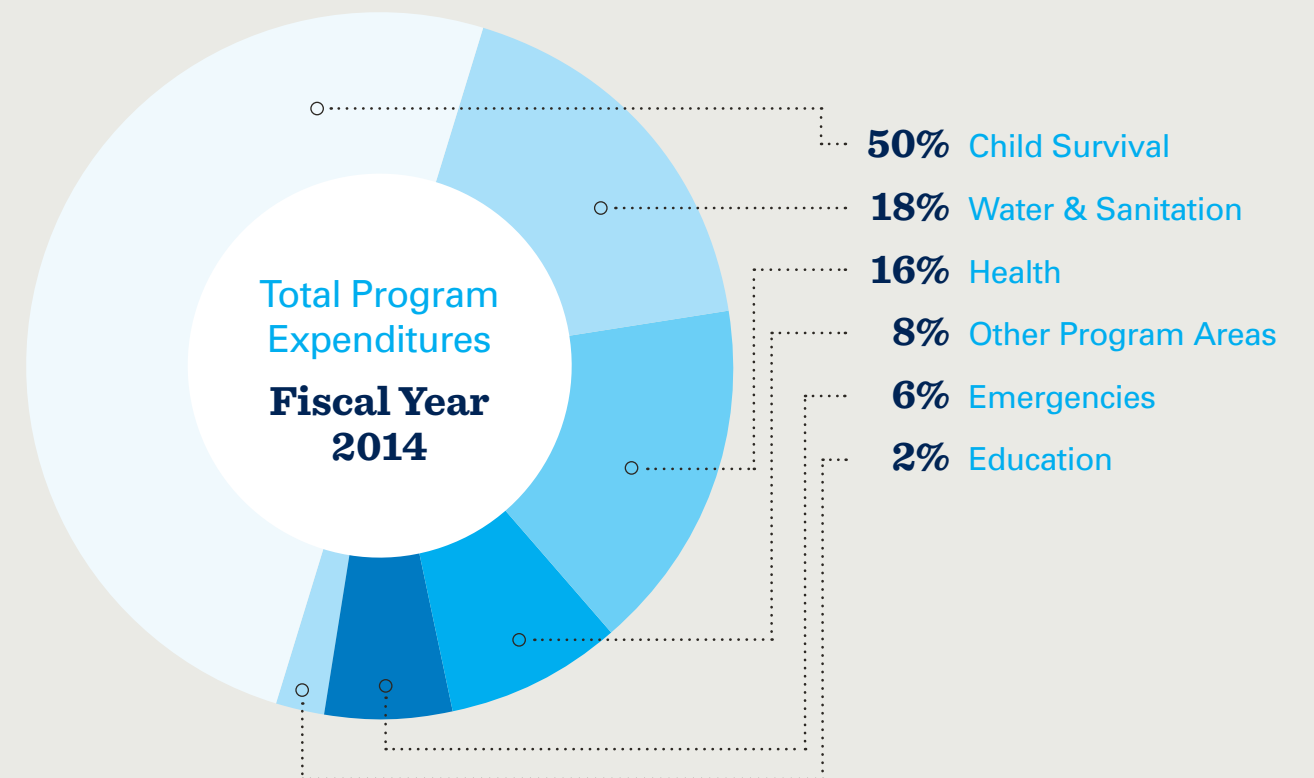
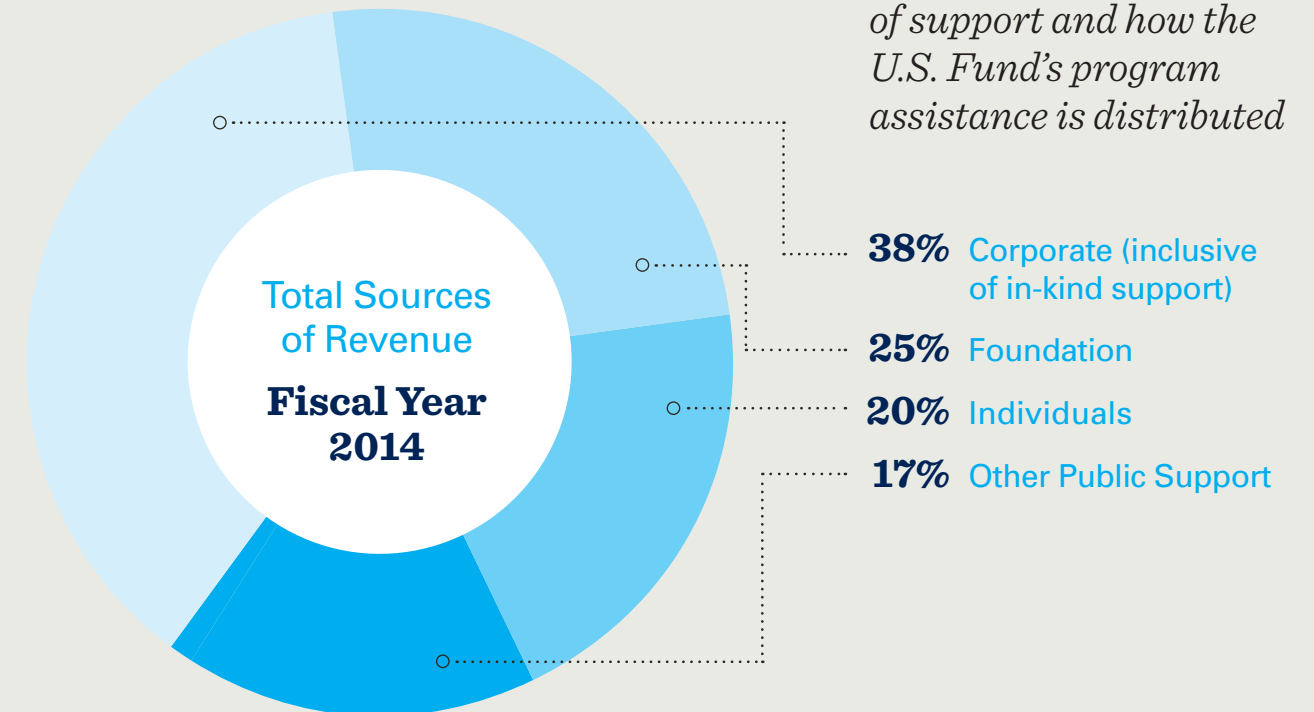
Note 1
Through the Office of Public Policy and Advocacy in Washington, D.C., the U.S. Fund for UNICEF acts as an advocate for the well-being of the world's children. One of the specific functions of the Office of Public Policy and Advocacy is to advise both the administration and Congress about the importance of the voluntary contributions made to UNICEF by the U.S. Government. The U.S. Fund for UNICEF's efforts in this regard helped to get Congress to direct the U.S. Government to allocate \$132 million to UNICEF in 2014. This funding is provided directly to UNICEF and is not reflected as Revenue in the Summary of Financial Highlights, while related expenses are included in total program services.

Note 2
The U.S. Fund for UNICEF has total net assets of \$146 million that consist of:

	Amount \$
Unrestricted	47,595,626
Temporarily Restricted	96,777,245
Permanently Restricted	1,637,329
Total	\$146,010,200

Unrestricted net assets are used to account for public support that is unrestricted in nature. Temporarily restricted net assets are used to account for contributions that have donor-imposed restrictions that have not been fulfilled either in time or by purpose. Permanently restricted net assets are utilized to account for true endowments, whereby the donor has permitted the U.S. Fund for UNICEF to use the income for operations but has prohibited the use of principal. Temporarily restricted net assets will be used to fund various projects such as Child Survival (which includes the Polio Eradication campaign), Emergencies, HIV/AIDS Education, Child Protection and Other programs.

Note 3
This summary was prepared by the U.S. Fund for UNICEF from its financial statements, which were audited by KPMG, LLP. The complete financial statements, including the related notes and auditor's report, are available upon request.



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

U.S. Fund for UNICEF

NATIONAL OFFICE

125 Maiden Lane
New York, NY 10038
(212) 686-5522
unicefusa.org
1-800-FOR-KIDS

**OFFICE OF PUBLIC POLICY AND
ADVOCACY AND THE MID-ATLANTIC
REGIONAL OFFICE**

1775 K Street, N.W.
Suite 360
Washington, D.C. 20006
(202) 296-4242
Fax: (202) 296-4060

Regional Offices

MIDWEST REGIONAL OFFICE

U.S. Fund for UNICEF
500 N. Michigan Avenue
Suite 1000
Chicago, IL 60611
(312) 222-8900
Fax: (312) 222-8901

NORTHWEST REGIONAL OFFICE

U.S. Fund for UNICEF
300 Montgomery Street,
Suite 515
San Francisco, CA 94104
(415) 549-0920

NEW ENGLAND REGIONAL OFFICE

U.S. Fund for UNICEF
18 Tremont Street
Suite 820
Boston, MA 02108
(617) 266-7534
Fax: (617) 266-7903

SOUTHEAST REGIONAL OFFICE

U.S. Fund for UNICEF
1447 Peachtree Street, N.E.
Suite 310
Atlanta, GA 30309
(404) 881-2700
Fax: (404) 239-3302

**SOUTHERN CALIFORNIA
REGIONAL OFFICE**

U.S. Fund for UNICEF
10351 Santa Monica Boulevard
Suite 402
Los Angeles, CA 90025
(310) 277-7608
Fax: (310) 277-2757

**SOUTHWEST REGIONAL OFFICE
(HOUSTON)**

U.S. Fund for UNICEF
520 Post Oak Boulevard
Suite 280
Houston, TX 77027
(713) 963-9390
Fax: (713) 963-8527

(DALLAS)

11700 Preston Road
Suite 660-307
Dallas, TX 75230
(214) 613-1425

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CHIEF EXECUTIVE OFFICER**
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& CHIEF FINANCIAL OFFICER**
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& UNICEF VENTURES**
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Students receive UNICEF school kits at the community school of Citron Marlique in Port au Prince, Haiti.

Organized under the laws of New York State as a not-for-profit corporation, the U.S. Fund for UNICEF is exempt from tax under Section 501(c)(3) of the Internal Revenue Code and is governed by an independent and non-salaried board of directors. The U.S. Fund for UNICEF qualifies for the maximum charitable contribution deduction by donors. A summary of activities and financial highlights for the fiscal year ending June 30, 2014, is described in this report.

UNICEF was founded in 1946 to help children in postwar Europe, China and the Middle East. Since then, UNICEF has helped save more children's lives than any other humanitarian organization, and it depends entirely on voluntary contributions.

The U.S. Fund was established in 1947, the first of 36 national committees set up globally to support UNICEF and other efforts on behalf of the world's children, through fundraising, education and advocacy in the United States. Since its inception, the U.S. Fund has provided UNICEF and various NGOs with \$5.9 billion in cash and gifts-in-kind.

The U.S. Fund for UNICEF receives top scores for accountability from Charity Navigator and the Better Business Bureau. Of every dollar we spend, 90.2 cents goes directly to programs that help children. Only 7.1 cents goes to fundraising and 2.7 cents to administration.



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