We put children first.
Saving their lives.
Building their futures. Promoting their rights.

We pledge to be:

And we work:
On the ground.
Beside partners.
With governments.
Thanks to donors.

That’s why we’re UNITED for UNICEF.
Children need to be defined by their age, not their borders. Regardless of immigration status, children are children first.

Caryl M. Stern, President & CEO of UNICEF USA
Last August, we traveled together to Bangladesh to mark the first anniversary of the Rohingya refugee crisis. Our UNICEF colleagues are working in extreme conditions in camps located along the Bangladesh/Myanmar border, providing relief for more than one million people. It was remarkable and inspiring to witness UNICEF delivering health care, nutrition, schooling, safe water and social protections to hundreds of thousands of children and mothers in these camps.

Today, children forced from their homes and on the move constitute a global migration crisis. Nearly 50 million children are now refugees, internally displaced or migrants, mired in the politics of adults. Many of these children are living in camps for displaced people or on the road.

UNICEF is the global leader in providing these children an opportunity for a childhood. UNICEF’s work has helped reduce the number of children under the age of five who die from preventable causes by 57% between 1990 and 2018.

The challenges and obstacles are many. In 2017, UNICEF responded to 337 emergencies caused by natural and manmade disasters. 2017 disbursements totaled approximately $5.5 billion. The logistical complexities of delivering help to some of the most remote, dangerous and inhospitable places on earth are unimaginable—which only further highlights UNICEF’s critical presence and unique contribution.

In fiscal 2018, UNICEF USA’s total revenue was more than $597 million, a record-setting achievement. UNICEF USA has now raised a total of $7.7 billion in donations and gifts-in-kind since our founding in 1947.

In addition to raising funds to support UNICEF’s operations directly, UNICEF USA has also built a dynamic and broad-based advocacy movement. Our advocacy activities incorporate a wide spectrum of participants and objectives, from our Kid Power programs directed at teaching schoolchildren about fitness and global citizenship to our annual National Advocacy Day in Washington, D.C., where we directly lobby both chambers of Congress.

Advocacy was instrumental in securing $132.5 million unrestricted dollars that flow directly from the U.S. government to UNICEF. Also in 2018, the U.S. government contributed over $480 million directly to UNICEF in emergency relief.

UNICEF USA continues to grow our base of supporters—more than 500,000 individual donors; more than 10,000 corporations, foundations and NGOs; and more than 800 campus clubs at high schools and colleges around the country. Your support—financial and advocacy—is essential and greatly appreciated.

UNICEF’s work does not just take place overseas. It also lives right here at home with you—in your communities, in your advocacy and in your hearts.

Thank you for putting Children First.

Peter Lamm                             Caryl M. Stern
CHAIR                                                 PRESIDENT

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WORKING IN 190 COUNTRIES AND TERRITORIES—AND IN SOME OF THE WORLD’S TOUGHEST PLACES—UNICEF HAS HELPED SAVE MORE CHILDREN’S LIVES THAN ANY OTHER HUMANITARIAN ORGANIZATION.

As we reflect on UNICEF’s achievements during Fiscal Year 2018, including—
child survival
early childhood development
refugee and migrant children
protecting children from violence and children in emergencies
—we invite you to learn more about how UNICEF changed the lives of five children whose stories appear in the following pages.
“Without the doctors and UNICEF, I would have lost my baby. My heart is full of joy.”

**Tolgonay’s Story**

“My daughter, Tolgonay ... was born one month early. What if I lost her like my first baby?” worried her mother, Uyalkan. Even worse, Tolgonay was born with asphyxia, a condition in which a baby doesn’t get enough oxygen. Fortunately, due to UNICEF-trained obstetrician Dr. Baktygul Pakirova, midwife Zhypar Sattarova and UNICEF health and nutrition staff, Tolgonay is now a thriving 1-year-old.

Today, Tolgonay lives with her family in a yurt in the Kyrgyz Republic. They herd cows and sheep in the mountains, where temperatures sometimes plunge to 40 degrees below zero. Mothers, confronting risky deliveries, must often travel to far-off hospitals. For Uyalkan, the closest was more than 186 miles away—a five-hour drive over rural roads. That’s one reason why newborn death rates in this Central Asian country are nearly three times that of the United States.

So Dr. Pakirova and Sattarova handled Tolgonay’s birth themselves—at a UNICEF-supported maternity unit nearby. As Dr. Pakirova explains: “Today, conditions are really good here, thanks to UNICEF. They trained us. They installed plumbing for safe water. They offered us electric heaters. They gave us modern windows to keep out the cold. If you’d come here seven years ago, you would have seen many newborns dying.”

Dr. Pakirova and Sattarova used their lifesaving UNICEF training during Tolgonay’s first critical moments. UNICEF also provided a tiny breathing mask, an incubator and a warming mattress. Once home, Tolgonay benefited from UNICEF’s postnatal health monitoring, and parenting and nutrition counseling.

Uyalkan says: “Without the doctors and UNICEF, I’d have lost my baby. My heart is full of joy. I hope one day Tolgonay will become a journalist and do great things.”

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**2017 Achievements**

- UNICEF helped make 24/7 emergency obstetric and newborn care available in 50 countries.
- UNICEF purchased 2.4 billion vaccines for children in more than 100 countries, reaching nearly half the world’s children under age 5.
- UNICEF and partners treated 4 million severely malnourished children.
- Since 2015, UNICEF has trained over 240,000 community health workers, helping millions of families gain access to quality healthcare.

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**A CALL TO ACTION**

In 2017, 5.4 million children died before the age of 5—and nearly half died within a month of birth—a global tragedy.

That’s why we must unite to support UNICEF’s global agenda for child survival and demand that governments:

- Build and maintain functional, community-based health facilities
- Train effective healthcare workers for all mothers and newborns
- Provide lifesaving drugs and equipment (such as antibiotics, vaccines, blankets and oxygen)
- Empower girls and women (via health education, cash transfers and family leave)
- Operate maternal and child health care services
- Enable communities to protect newborns from diseases
- Support mothers’ breastfeeding
- Provide clean water
- Improve health information systems
- Advocate for child-friendly policies
- End violence against women and girls
- Protect children from exploitation
- Ensure children are safe from the impacts of climate change

UNICEF’s global agenda is a platform for child survival and an opportunity for governments to rededicate themselves to the successful implementation of the Sustainable Development Goals.

**#EveryChildAlive**

Unite to Save Children’s Lives
The World Health Organization (WHO) and UNICEF report that a record 123 million children were vaccinated globally in 2017. UNICEF—which immunized nearly half the world’s children in 2017 and provided 2.4 billion vaccine doses for them in more than 100 countries—played a big role in this success.

But, despite these lifesaving achievements, we must do more. For example, to reach all the world’s children with vaccines, each year we must immunize an estimated 20 million more children for diphtheria/tetanus/whooping cough (DPT), 45 million more for measles and 78 million more for pneumonia.

Together with governments and partners, WHO and UNICEF seek to expand access to immunization and:

- focus immunization campaigns on the most at-risk children and families
- strengthen the quality, availability and use of vaccine coverage data
- work in even more depth with partners at the regional and local levels

**The pneumonia vaccine was introduced in 2008.**
Unite to Protect Children

“Now, I’m back to school and happy. What I dream of in the future is … maybe to have a little shop so I can support my family.”

Every five minutes, worldwide, a child dies from violence. That’s why we must unite to support UNICEF’s global agenda to keep children safe and demand that all governments:

- Adopt ethical action plans to end violence against children.
- Change adult behavior and reduce violence against children within families and communities.
- Focus national policies on safeguarding children, including preventing violence in schools and military recruitment of children.
- Train social workers to support children who experience violence.
- Empower children, parents, teachers and others to recognize and safely report violence in all its forms.

A CALL-TO-ACTION

Gertrude’s Story

Confronting severe poverty, political instability and protracted communal conflict, 1.3 million children in the Central African Republic were in need of humanitarian assistance in 2018. Lack of adequate nutrition, safe water, health care and schooling all threaten children’s lives and futures. Nearly one in four families has already fled home or sought refuge in neighboring countries. Rival militias have also increased their recruitment and use of children—by 50 percent between 2016 and 2017. That’s how Gertrude found herself in a very dangerous situation.

“I missed two years of school because the rebels attacked our village, and we fled to the bush,” says Gertrude. “While looking for food, my father and my cousin were killed by rebels, and it made me very angry. So, I joined the anti-rebel group. I was 12 at the time. I used to cook for them.”

With the help of UNICEF and partners, Gertrude eventually left the militia and returned to school and civilian life. Last fall, at age 15, she started her final year of primary school. UNICEF has also helped support the country’s Ministry of Education in organizing catch-up classes and end-of-year exams for the more than 170,000 children—deprived of education in conflict zones—at approximately 565 schools.

Despite some serious challenges, things are looking up for Gertrude. “Now, I’m back to school and happy. But life is still very difficult because we’re eight children at home, with my father dead and my mother disabled. What I dream of in the future is … maybe to have a little shop so I can support my family.”

Note: Gertrude’s name has been changed and her identity hidden to protect her privacy and safety.

2017 Achievements

- UNICEF helped prevent and respond to gender-based violence against 3.6 million children during emergencies.
- UNICEF-supported interventions rescued 7.4 million children, from ages 5 to 17, involved in child labor.
- Nearly 870,000 girls and women, affected by female genital mutilation, benefited from WHO/UNICEF-supported health, education, welfare and legal services.
- UNICEF promoted the release and reintegration of 5,164 children from armed groups in 14 countries.

#ENDviolence

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Note: Gertrude’s name has been changed and her identity hidden to protect her privacy and safety.

- UNICEF helped provide 12.5 million children with school supplies in nearly 250,000 classrooms.
- 4.5 billion people received safe water.
- 2.4 billion doses of vaccines were provided for children in more than 100 countries.
- 22 million people received improved sanitation.
- 4 million severely malnourished children were helped.
Unite to Nurture Children

“I am a father of a child with autism. My love for Abdul is the main recipe that has helped me develop his skills.”

Abdul’s Story

“The differences between children who have a strong start and those who do not are established early, widen quickly and become harder to bridge as time progresses,” explains Dr. Linda M. Richter, a child development expert. In fact, babies’ brains form up to 1,000 new connections per second in their first 1,000 days—a pace never repeated again.

That’s how investing in early childhood changes lives—and builds futures. It keeps children well nourished and stimulated. It helps them develop their minds, start school well prepared, and enjoy better health and higher incomes as adults. It also benefits communities and nations, ensuring a more skilled and productive workforce.

In Jordan, UNICEF has put these insights into practice. In fact, we are working to ensure that every child in this country has access to affordable, quality early childhood services by 2020. Since 2007, UNICEF has trained more than 200,000 parents and caregivers in Jordan—and nearly 16,000 providers from the health care, education and social service sectors—on nurturing care principles. As a result, 400,000 children have experienced more nurturing home environments.

With a special emphasis on fathers, UNICEF’s parenting program has made a world of difference for 4-year-old Abdul, who has special developmental needs, and for his father Mustafa.

“Education is the main recipe that has helped me develop his skills.”

As Mustafa makes clear, a father’s support during early childhood is crucial. By providing love and protection, playing with them, and supporting their nutrition—a father can help his children learn better, socialize more successfully and become healthier, happier human beings.

UNICEF’s 2017 Achievements

- In South Africa, UNICEF’s mobile-accessible “Internet of Good Things” reached 4 million parents and caregivers with key advice on early childhood development and well-being.
- UNICEF helped improve the quality and reach of social service workers in 70 countries.
- UNICEF and partners reached 4 million children with infant and maternal education.
- UNICEF has reached 4 million children worldwide with key information about early child development and well-being.
- UNICEF helped improve the quality and reach of social service workers in 70 countries.
- UNICEF and partners reached 4 million children with infant and maternal education.

Since 2007, UNICEF has trained more than 200,000 parents and caregivers in Jordan—and nearly 16,000 providers from the health care, education and social service sectors—on nurturing care principles. As a result, 400,000 children have experienced more nurturing home environments.

#EarlyMomentsMatter

A CALL-TO-ACTION

EAT, PLAY, LOVE

Globally, inadequate nutrition and health care have affected 155 million children under age 5, and 1 in 6 millions, and 1 in 70 children don’t get to eat or play with adults.

That’s why we must unite to support UNICEF’s global agenda to ensure every child’s earliest years and demand that governments:

- Educate parents and governments on how to give children the best start in life
- Expand pre-primary education, nutrition programs and parenting training and integrate them into child protection, healthcare, water, sanitation and hygiene initiatives
- Enact family-friendly policies, including paid parental leave and workplace childcare

With a special emphasis on fathers, UNICEF’s parenting program has made a world of difference for 4-year-old Abdul, who has special developmental needs, and for his father Mustafa.

“I am a father of a child with autism. My love for Abdul is the main recipe that has helped me develop his skills.” Mustafa explains. “My love for Abdul is the main recipe that has helped me develop his skills.”

As Mustafa makes clear, a father’s support during early childhood is crucial. By providing love and protection, playing with them, and supporting their nutrition—a father can help his children learn better, socialize more successfully and become healthier, happier human beings.
UNICEF helps governments in 157 countries provide critical social inclusion programs for the most vulnerable children.
Unite for Children Forced from Home

“I’ll be happy to see my sister, Achuei, again. It’s been a very, very long time,” says 14-year-old Deng, before taking a flight to Juba, the capital of South Sudan. That’s where his older sister, now 24, lives. Orphaned by war and forced from home, Deng—and his other sister, 16-year-old Mami—were 322 miles away, in a refugee camp. Neither had seen Achuei since 2011, when she left their native city for school. For many years, Deng and Mami didn’t even know if Achuei was still alive.

Of course, Deng’s story is Achuei’s and Mami’s, too. After reuniting with her brother and sister, Achuei says, “I’ve been waiting for Deng and Mami for a long time. I’ll do everything to make them happy.” Mami feels good, too, and reveals her hopes for the future, “I want to keep up with school and become a doctor to help the people of South Sudan.”

Thousands of families like Deng’s have been ripped apart by decades of conflict across South Sudan. Children separated from parents or adult siblings face exploitation, discrimination, violence, trafficking and abuse. They also lose a fundamental right: To grow up with their own families.

Fortunately, UNICEF and partners have been working hard to help separated children like Deng and Mami in South Sudan. Since 2013, they have reunited 5,700 children with their families. UNICEF also helps provide psychosocial support so these children can deal with trauma and the challenges of a new life. Grateful for the chance to live together again as a family, meet his 4-year-old niece, Achol, for the first time, and return to school, Deng adds, “I want to thank the organization that helped us find my sister and get back to her.”
UNICEF’s emergency supply warehouse in Copenhagen is the largest in the world. That’s why UNICEF can ship lifesaving aid almost anywhere in the world in 48 hours.

In 2017, UNICEF responded to 337 emergencies in 102 countries.
Unite for Children in Emergencies

A CALL-TO-ACTION

Natural disasters and conflict threaten one in every four children in the world today.

That’s why we must unite to support UNICEF’s global agenda for children in emergencies and help:

• Meet funding needs (estimated at $3.6 billion for 48 million children in 51 countries in 2018)
• Provide flexible, unrestricted funds so UNICEF can respond quickly wherever need is greatest
• Improve emergency preparedness through planning, training and pre-positioned supplies
• Ensure that disaster response promotes long-term change, including stronger health systems and child protection initiatives

A CALL-TO-ACTION

CHILDREN AT RISK

2017 Achievements
• UNICEF treated 3 million severely malnourished children during humanitarian emergencies.
• UNICEF provided psychosocial support to 3.5 million children suffering from emotional trauma in emergencies.
• UNICEF delivered safe water to nearly 33 million people during emergencies.
• UNICEF provided over 15 million women and children with access to health care in emergencies.
• Despite conflict and crisis, UNICEF helped 8.8 million children continue their education.

#ForEveryChild

Bella’s Story

A smiling girl paused for a moment inside the National Technical Training Centre in St. John’s, the capital of the Caribbean island of Antigua. The center housed 130 people from the neighboring island of Barbuda, whose homes were destroyed by Hurricane Irma on September 6, 2017.

“My name is Bella,” the girl explained. “I’m six years old. I’m security, and I’m taking out the garbage. I’m a volunteer. Helping people.” She also sorted and folded donated clothes, cleaned communal areas and helped distribute food and supplies.

Bella was one of many Antiguans who generously welcomed the nearly 2,000 residents of Barbuda who had to evacuate their island. With over 90 percent of Barbuda’s buildings destroyed, many Barbudans had to remain on Antigua for up to a year before they could go home.

“Hurricane Irma, the most powerful hurricane ever recorded over the Atlantic, followed by Hurricane Maria, affected more than 1.4 million people—more than a quarter of them children—in Cuba, Haiti and the Eastern Caribbean. And these two storms were just a few of the 337 emergencies in 102 countries—involving conflict and natural disasters—which UNICEF responded to in 2017.

UNICEF’s emergency assistance includes shelter, nutrition, safe water and health care. Since restoring a sense of normalcy for children is key to minimizing the toxic effects of trauma, UNICEF also sets up child-friendly centers for psychosocial support and provides interim schooling.

In her own small but powerful way, Bella has made a difference, too. “I wanted to volunteer with my grandma,” Bella says. “If the children can’t come here, they’d have nowhere to go, and another storm could come.”

If the children can’t come here, they’d have nowhere to go, and another storm could come.
We owe our children—the most vulnerable citizens in any society—a life free from violence and fear.

Nelson Mandela
During Fiscal Year 2018, UNICEF USA increased its advocacy for child migrants and refugees from Latin America facing threats from changing U.S. policies. Throughout this region, approximately 7 million children are migrants or refugees fleeing violence and life-threatening conditions at home. UNICEF USA called for support for “Dreamers,” urged an immediate end to the policy of separating migrant and refugee children from their families, and raised our voice against detaining children indefinitely. These practices violate their rights, and the resulting trauma can harm their health and development. We also encouraged our supporters to advocate for the “Keep Families Together Act” and enshrine protections for uprooted children in U.S. law.

As President & CEO of UNICEF USA Caryl Stern said: “Every child I’ve met, on both sides of our border, and around the globe, only wants to be safe and protected with hopes for a bright future.”

UNICEF has worked for many years in Central America to strengthen child protection and address the root causes of migration. Yet parents and children, desperate to find safety, continue to seek asylum in the U.S. In response—with UNICEF and other U.S. NGOs—we have taken steps beyond advocacy to support uprooted children in the U.S. These include: alternatives to detention; safe sponsorship and foster care for unaccompanied or separated children; expanded legal assistance during immigration proceedings; and promoting greater public understanding of uprooted children’s needs and rights.

Learn more about UNICEF’s global advocacy agenda for children forced from home on page 22.
During Fiscal Year 2018, invited by state and local authorities, UNICEF USA helped provide emergency assistance after two catastrophic hurricanes—Harvey in Houston, Texas and Maria in Puerto Rico. These storms affected millions of children and families. In Puerto Rico, Maria was responsible for an estimated 3,000 deaths or more. This was our first domestic emergency response since Hurricane Katrina in 2005.

Thanks to partners and donors, we provided relief including family dignity and hygiene kits and safe water supplies in Puerto Rico, and teacher training in Houston schools on how to support children suffering from trauma. As our Senior Advisor, Child Migration, Child Protection, Global Programs Lisa Szarkowski explains: “Though largely invisible, trauma is as destructive as the floodwater; it can freeze a child’s brain and keep him/her locked in survival mode for life, stunting brain growth in key areas of functioning.”

Our support for innovative post-trauma services in Houston paid dividends in Puerto Rico, too. Our Director of Humanitarian Response Edison Sabala noted: “We supported schools and nonprofit, child-centered partners to help provide psycho-social and emotional support for the most vulnerable children, who continue to cope with loss in the aftermath of the storm.”

With partners, we also helped provide nutrition, improve health care and foster recovery in Puerto Rico. After a recent progress assessment in Puerto Rico, Sabala added: “Puerto Rico’s journey to full recovery is long, but I have been inspired that UNICEF USA’s work on the island and the determination of our partners are helping to build stronger, more resilient communities.”

Impact Highlights

- UNICEF USA and partners supported training of 3,716 staff in 53 Houston schools, reaching about 38,267 students.
- Ninety-eight percent of trained facilitators in Houston demonstrated proficiency in trauma support, and 80 percent gave high ratings to their understanding of trauma and how to help affected children.
- With local partners in Puerto Rico, we supported eight revamped community kitchens that have served more than 40,000 meals to more than 1,700 children so far.
- With local partners in New York State and Puerto Rico—427 college student volunteers (contributing a total of 43,000 hours) and 31 volunteer staff worked side by side with local construction workers to help rebuild 178 homes.

In the fall of 2017—coinciding with #MeToo and a UNICEF report on violence against children—UNICEF USA launched a social media campaign called #HerToo.

We sought to empower millions of girls and women who survived violence and discrimination, but weren’t able to share their stories.

#HerToo garnered major media coverage, including The Guardian, Salon.com and Glamour.

We leveraged major influencers, including #MeToo leaders Tarana Burke and Alyssa Milano, who wrote a joint Guardian op-ed: "#HerToo is about ... UNICEF’s work—work we all must undertake—to end discrimination and violence against girls and women—and against all children suffering violence and harassment—worldwide."

As of April 2018, #HerToo earned 62,700 mentions, 193,100 engagements and 4.6 million social media impressions.

Traditional and digital media coverage generated more than 86.6 million impressions.

Our supporters sent approximately 76,000 letters to U.S. Senators in support of the Stop Enabling Sex Traffickers Act of 2017, which became law in April 2018.

"#HerToo is about... UNICEF’s work — work we all must undertake — to end discrimination and violence against girls and women..."
LEARN, SPEAK OUT

- Join briefings, webinars, trainings and events with UNICEF experts.
- Share UNICEF’s message.

BUILD COMMUNITY

- Grow the movement across America to fight for children’s rights.

ADVOCATE

- Urge the government to put children first in funding and policy.
- Get legislative alerts.

FUNDRAISE

- Join a local UNICEF fundraiser—or start your own!
- Learn how to launch online fundraisers.

VISIT UNICEFUSA.ORG/UNITE
Across the nation

UNICEF USA offers unforgettable special events to engage supporters and raise funds for UNICEF’s lifesaving work for children.
UNICEF USA is committed to the principles of the Sarbanes-Oxley Act, as it applies to not-for-profit corporations, and to using strong 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 UNICEF USA to remain financially sound and sustainable.

The financial summary on pages 40-41 highlights our financial statements, all of which KPMG LLP have audited. A complete set of our financial statements, including the related notes with auditor’s unqualified opinion, is available upon request as well as on our website.

At the direction of the Audit Committee, UNICEF USA’s 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 are also in compliance with Federal Form 990 requirements and comply with 403(b) Form 5500 audit requirements.

Any findings are reported to the Audit Committee and shared with our independent auditors. The same rigor has been applied when reviewing our information technologies systems for compliance and control.

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

Caryl M. Stern
PRESIDENT & CEO

Edward G. Lloyd
CHIEF OPERATING OFFICER & CHIEF FINANCIAL OFFICER

The question is not whether we can afford to invest in every child; it is whether we can afford not to.

Marian Wright Edelman
### CONSOLIDATED STATEMENT OF ACTIVITIES

#### UNICEF USA and Affiliates

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<th>PUBLIC SUPPORT AND REVENUE</th>
<th>FISCAL YEAR 2018</th>
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<td><strong>TOTAL PUBLIC SUPPORT AND REVENUE</strong></td>
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#### EXPENSES

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<th>FISCAL YEAR 2018</th>
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<th>PERCENT OF TOTAL EXPENSES</th>
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<tr>
<td>Advocacy</td>
<td>2,461,365</td>
<td>0%</td>
<td>1,863,365</td>
<td>0%</td>
</tr>
<tr>
<td>Total program services</td>
<td><strong>$513,403,340</strong></td>
<td><strong>89%</strong></td>
<td><strong>$453,230,451</strong></td>
<td><strong>89%</strong></td>
</tr>
<tr>
<td>Supporting services</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Management and General</td>
<td>10,674,540</td>
<td>2%</td>
<td>10,080,234</td>
<td>2%</td>
</tr>
<tr>
<td>Fundraising expenses</td>
<td>5,450,161</td>
<td>1%</td>
<td>6,443,039</td>
<td>1%</td>
</tr>
<tr>
<td>Total supporting services</td>
<td><strong>$16,124,601</strong></td>
<td><strong>3%</strong></td>
<td><strong>$16,523,273</strong></td>
<td><strong>3%</strong></td>
</tr>
<tr>
<td><strong>TOTAL EXPENSES</strong></td>
<td><strong>$577,817,941</strong></td>
<td><strong>100%</strong></td>
<td><strong>$512,770,720</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

#### TOTAL SOURCES OF REVENUE

| CORPORATIONS (Including in-kind support) | $264,113,993 |
| INDIVIDUALS                                    | $138,523,059 |
| OTHER PUBLIC SUPPORT                           | $237,329,728 |
| FOUNDATIONS                                    | $163,833,793 |

#### NOTE 1
Through the Office of Public Policy and Advisories in Washington, D.C., UNICEF USA acts as an advocate for the well-being of the world’s children. One of the specific functions of the Public Policy Office is to advise both the administration and Congress about the importance of the voluntary contributions made to UNICEF by the U.S. Government. UNICEF USA’s efforts in this regard have helped to get Congress direct the U.S. Government to allocate $150 million in the UNICEF in 2018. This funding is provided directly to UNICEF and is not reflected as revenue in the Summary of Financial Highlights. However, related expenses are included in total program expenses.

#### NOTE 2
UNICEF USA has total net assets of $120.3 million at the end of both 2018 and 2017, which consist of:

- **Unrestricted**
  - $71,188,041
- **Temporarily Restricted**
  - $43,522,628
- **Permanently Restricted**
  - $4,142,329

#### NOTE 3
This summary was prepared by UNICEF USA from its financial statements, which were audited by KPMG LLP. The complete financial statements, including the related notes and auditor’s report, are available upon request or from its financial statements, which were audited by KPMG LLP. The complete financial statements, including the related notes and auditor’s report, are available upon request or on its website at unicefusa.org.

#### FY 2018
Summary of UNICEF USA’s sources of support and how we distribute our program assistance.

<table>
<thead>
<tr>
<th>TOTAL PROGRAM EXPENDITURES*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Child Survival, including Health and Nutrition</td>
</tr>
<tr>
<td>Education</td>
</tr>
<tr>
<td>Emergencies</td>
</tr>
<tr>
<td>Other Program Areas</td>
</tr>
<tr>
<td>Water and Sanitation</td>
</tr>
</tbody>
</table>

* Percentages to rounding.

**Summary of UNICEF USA’s sources of support and how we distribute our program assistance.**
WE THANK THE FOLLOWING GENEROUS PARTNERS THAT GAVE $1 MILLION OR MORE IN GIFTS OR GIFTS-IN-KIND TO UNICEF USA IN FISCAL YEAR 2018.

CORPORATIONS
American Airlines
Carnival Corporation & Cruise Line Holdings Trust
Disney
Google
Grey
Gucci
Johnson & Johnson
Merck
Pier 1
Prudential
Retail
Target
UPS

ORGANIZATIONAL PARTNERS
Kiwanis
LDS Charities
Rotary

FOUNDATIONS
Bill & Melinda Gates Foundation
Clooney Foundation for Justice
Margaret A. Cargill Philanthropies
National Philanthropic Trust

INDIVIDUALS AND FAMILY FOUNDATIONS
Anonymous (2)
Education Above All/ Educate A Child
George Lucas Family Foundation
Purvi and Harsh Padia
Mr. Andrew Smith
IN FISCAL YEAR 2018

L’Oréal USA - Giorgio Armani Fragrances
Jefferies LLC
IKEA Foundation
Hasbro Children’s Foundation
Hallmark Marketing Company
Georgia-Pacific LLC
Garnier USA
Fondation CHANEL
Florida Panthers Hockey Club, Ltd.
Facebook
Applied Medical
Apple Inc.
Amazon
ALEX AND ANI
Target Corporation
Prudential Financial
Pier 1 Imports, Inc.
Merck
Johnson, Inc.
Gucci
Grey Advertising
plc
& Carnival Corporation

GIFTS OF $1,000,000 AND ABOVE
including in-kind gifts.
that supported UNICEF USA,
Companies and/or their employees
who have supported UNICEF USA for each of the
past five years. We deeply appreciate your loyalty to
children in need.

UNICEF INTERNATIONAL COUNCIL

DEFENDER

GIFTS OF $100,000 AND ABOVE
Anonymously
The Asem Foundation®

INNOVATOR
GIFTS OF $500,000 AND ABOVE
Anonymously*

SUPPORTERS FY18

Grants of $500,000 and Above

Grants of $1,000,000 and Above

Grants of $50,000 and Above

Grants of $10,000 and Above

Grants of $50,000 and Above

Grants of $100,000 and Above

Grants of $250,000 and Above

ALEX AND ANI
Amazon
Apple Inc.
Applied Medical
Facebook
Florida Panthers Hockey Club, Ltd.
and</primary_language>
Ms. Claudia Barragan*
Hilton and Butler Ball
Mr. and Mrs. Andrew Azoulay
Mr. Mitchell Avent
Hesham Atwa
The Sandra Atlas Bass and Edyth and
Mr. Warren B. Armstrong
Mr. and Mrs. Timothy Armstrong
Ms. Seda Arca
Mr. and Ms. Bruce Anders
The Anbinder Family Foundation
Ms. Shreena Amin
Najwa Alqattan
Susan W. Almy*
Mr. J. Lindsey Alley*
Dr. Rouba Ali-Fehmi
Al-Khalidi Foundation
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Ms. Jasmine Bar
Ms. Claudia Barragan*
The Legacy Circle honors supporters who are investing in the future survival and development of children around the world by naming UNICEF USA in their estate and financial plans. Legacy gifts include bequests from wills and trusts, beneficiary designations and charitable gift annuities. As of July 1, 2018, 1,405 members of the Legacy Circle have informed us of their estate plans. We applaud their foresight and leadership in making future generations of children a priority.

We are deeply grateful to the 187 individuals who left bequests from their estate plans this year. Their generous gifts, a legacy of life for the children of the world through investing in the future survival and development of children around the world by naming UNICEF USA in their estate and financial plans. Legacy gifts include bequests from wills and trusts, beneficiary designations and charitable gift annuities. As of July 1, 2018, 1,405 members of the Legacy Circle have informed us of their estate plans. We applaud their foresight and leadership in making future generations of children a priority.

Anonymously (858)

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Judith Thompson
Mary Jane and William Thompson
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John A. Tolles
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Dr. Betsy Turovitz
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Tuija Lisa Van Valkenburgh
Dina Vaz
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Elizabeth Waddell
Nuray and William Wallace
Lawrence B. Wallin
Mr. Eugene Weil
Alexander Weilenmann
Stephen Whetstone
Dana White
Barbara Whitney
Diane M. Whitty
Petronella Wijnhoven
Jill J. Wike
Emily Williams
Jane Williams
Lisa Williams
Judith Willisson, Ph.D.
Pamela F. Winters
Sue Ann Wolff
Kevin R. Wood and Robert J. Bayes
Requiel Woodyard
Shirley Woods

Nancy G. Varnham
Peter Wulf
Shekar and Eberhard Wunderlich
Melody Yates
Mr. Douglas N. Young
Kevin K. Yu
Siem Zhang

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Muzoon Almellehan
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Ishmael Beah
David Beckham
Harry Belafonte
Berliner Philharmoniker
Orlando Bloom
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Priyanka Chopra
Myung-Whun Chung
Novak Djokovic
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Danny Glover
Halle Berry
Muhammad Ali
Bethenny Frankel
Imran Khan
David Ortiz
Aly Raisman
Rihanna
Joshua Rush
David Villa
Bony, Who
Kwesi Woel

TRIBUTE
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Audrey Hepburn
Danny Kaye
Sir Roger Moore
Sir Peter Ustinov

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Yvonne Chomsky
Sandra Gómez
Eva Haddad
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Pnco Leo
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Alina Milano
PTM
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Yum Yip

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Cristo Belle
Paul Casey
Meryl Davis
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Danielle Kang
Fred Klim
Lenny Kravitz
Sandra Lee
C.J. McLellan
Maya Moore
Alicia Morgan
Bethany Mota
Bashir Muhammad
Dirk Nowitzki
David Ortiz
Alli Rosenman
Rihana
Joshua Rush
David Villa
Bony, Who
Kwesi Woel

The following lists of National, Regional and NextGen Board members indicate members at the time of printing.

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The National Board of Directors governs UNICEF USA. In Fiscal Year 2018, National Board members advanced UNICEF’s work in significant ways, contributing resources and expertise, visiting UNICEF programs and leading UNICEF USA’s efforts to put children first.

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William J. Clinton

CHAIR EMERITUS
Hugh O’Brian

CHAIR
Peter Lamm

VICE CHAIR
Mindy Grossman

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PRESIDENT & CEO
Carol M. Stein

SECRETARY
John A. Herrmann, Jr.

TREASURER
Edward G. Lloyd

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Maureen J. Cassidy
Anthony Lark
Susan C. McKeever
Anthony Panissidi

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Henry S. Schleiff
Shahriar Shahida
Elizabeth Smith
Enes Stalberg
Carol M. Stein
Bernard Taylor
Sheenii Robin Vaisman
Kelly Wilson

SUPPORTERS      FY18
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Ginny F. Brewer
Steve Collins
Jocelyn Donsey
Steve Eaton
Rebecca Gupta
Shawn Hargreaves
Christine Humsiradee
Cara Isdell Lee
Brent Long
Jaanaa Meeks
Maddie McLaughlin
David M. Sable
Danielle Vasile
Zach Immich
Since its founding, UNICEF USA has raised **$7.7 billion** in donations and gifts-in-kind for UNICEF’s lifesaving work for children around the world.
Organized under the laws of New York State as a not-for-profit corporation, the U.S. Fund for UNICEF (also doing business as UNICEF USA) is exempt from tax under Section 501(c)(3) of the Internal Revenue Code and is governed by an independent and non-salaried board of directors. UNICEF USA qualifies for the maximum charitable contribution deduction by donors. A summary of activities and financial highlights for the fiscal year ending June 30, 2018, is described in this report.

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

UNICEF USA was established in 1947, the first of 34 national committees set up globally to support UNICEF and other efforts on behalf of the world’s children through fundraising, education and advocacy. Since its inception, UNICEF USA has provided UNICEF and other NGOs with over $7.7 billion in cash and gifts-in-kind.

UNICEF USA also continues to receive the highest ratings for transparency, accountability and administration from Charity Navigator, and our program expense ratio is 89 percent. This means that, out of every dollar spent, 89 cents goes toward helping children. We spend just 8 cents on fundraising costs, and 3 cents on administration.

THANK YOU FY18

Kindness to children.
Love for children.
Goodness to children…
these are the only investments that never fail.

Henry David Thoreau