

# ABOUT UNICEF



FOR EVERY  
CHILD IN  
DANGER

unicef   
UNITED KINGDOM

# KEEPING CHILDREN SAFE

Right now, children are in danger. They face violence, disease, hunger and the chaos of war and disaster. This is wrong and it has to change.

Unicef ensures more of the world's children are fed, vaccinated, educated and protected than any other

organisation. We have done more to influence laws, policies and customs to help protect children than anyone else in history.

Today, by supporting Unicef, you can protect a child in danger, transform their life and build a safer world for tomorrow's children.

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## A brief history of Unicef

In 1946, Unicef was founded to meet the emergency needs of children in post-war Europe, China and the Middle East. Soon, we were feeding 5 million children in 12 countries.

In 1950 our task was broadened to address the long-term needs of children everywhere. In 1965 we received the Nobel Peace Prize for our work in "liberating hundreds of millions of children from ignorance, disease, malnutrition and starvation."

In the 1970s, we pioneered training volunteers in local communities to help meet children's basic needs.

In the 1980s, we led the child survival revolution that focused on preventing the deaths of some 15 million children each year from easily preventable illnesses such as measles or diarrhoea.



In 1989, governments worldwide promised all children the same rights by adopting the UN Convention on the Rights of the Child. The Convention is the basis for all of Unicef's work.

In the 1990s, with the collapse of the Soviet bloc, Unicef again found itself protecting children affected by poverty, disease and war in Europe.

In the 21st century, we continue to help protect children in danger and transform their lives. Whether it is natural disaster, war or poverty, Unicef works tirelessly to keep every child safe.

# FOR EVERY CHILD IN DANGER



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## DISEASE

Too many children are in danger from deadly, yet preventable, diseases. Measles, polio, tetanus, tuberculosis, diphtheria and whooping cough – the killer six – are all easily and cheaply preventable by immunisation.

**Unicef supplies vaccines reaching 40% of the world's children.** But millions more are still in danger. Every minute, a child dies from preventable disease. An estimated 1.5 million unvaccinated children die each year.

**With your support, we will continue until every child is safe from preventable disease.**



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## HUNGER AND MALNUTRITION

Too many children are in danger because they don't have the food they need to live and grow. **Nearly half of all deaths in children under 5 are attributable to malnutrition. About 150 million children under 5 - one in four - are malnourished.** Millions more live with the lifetime effects – physical disabilities and learning difficulties.

**Unicef is the main supplier of life-saving emergency food.** We help mothers and communities keep their children healthy and well nourished. Unicef has helped cut the number of children badly affected by malnutrition by nearly 100 million since 1990.

**There is still much to do. With**

# FOR EVERY CHILD IN DANGER



## VIOLENCE, EXPLOITATION AND ABUSE

**Every five minutes, a child dies because of violence.** Across the world, in war zones, on the streets of violent cities, in their own homes and schools, children are facing an epidemic of violence.

Unicef helps to provide psychosocial support for children. We also work with governments to strengthen national child protection systems and with communities to make sure that violence against children is considered unacceptable.

Unicef won't stop until the world is a safe place for all our children.



## WAR AND CONFLICT

From Syria and Iraq to South Sudan and Central African Republic, **war and conflict turns millions of children's lives upside down.**

Torn from everything they know, they're left vulnerable to dangers, from disease and malnutrition to violence and exploitation.

Unicef provides life-saving food, clean water, medicines, protection and psychosocial support to children whose lives have been devastated by the effects of war and conflict.

With your help, we work to make sure that children get the support they need to stay safe and strong.

# FOR EVERY CHILD IN DANGER



## DISASTERS

When disaster strikes, children are hardest hit. Whether it's a flood, an earthquake or a typhoon, so many lose everything – their homes, their families, even their lives.

In an emergency situation, Unicef is there to provide everything from life-saving supplies to clean water and sanitation, schooling, nutrition and psychosocial support. **In 2014, Unicef delivered £112 million of emergency supplies to 41 countries.**

*We will do whatever it takes to make sure children that get the help they need to rebuild their lives.*



## UNICEF'S WORK IN THE UK

Unicef UK raises vital funds for Unicef's work to protect children around the world, and works to change government policies and practices that restrict child rights. Our three programmes in the UK work to protect and promote the rights of children and young people.

The **UK Baby Friendly Initiative** works to ensure mothers have the best possible support to breastfeed, and families are supported to develop loving and nurturing relationships with their babies. [babyfriendly.org.uk](http://babyfriendly.org.uk)

The **Rights Respecting Schools Award (RRSA)** works with thousands of schools across the UK to improve well-being and help all children realise their rights. [unicef.org.uk/rrsa](http://unicef.org.uk/rrsa)

Our **Child Rights Partners** programme works with local government to put children's rights at the heart of public services. [unicef.org.uk/crp](http://unicef.org.uk/crp)



# YOUR GIFT TO CHILDREN

Title \_\_\_\_\_ First name \_\_\_\_\_ Surname \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_

Email \_\_\_\_\_ Telephone \_\_\_\_\_

## Instruction to your bank or building society to pay by Direct Debit



Originator's ID number: 9 4 0 4 4 1

4. Name and full address of bank or building society  
To: The Manager/Bank or Building Society

Yes, I would like to give Unicef £ \_\_\_\_\_  
monthly \_\_\_\_\_ quarterly \_\_\_\_\_ annually \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

I would like my payment to be debited on the  
1<sup>st</sup> \_\_\_\_\_ 7<sup>th</sup> \_\_\_\_\_ 15<sup>th</sup> \_\_\_\_\_ 23<sup>rd</sup> \_\_\_\_\_ of each month.

Postcode \_\_\_\_\_

1. Name(s) of account holder(s):  
\_\_\_\_\_

5. Instructions to your bank or building society. Please pay direct debits from the account detailed in this instruction to the United Kingdom Committee for Unicef, subject to the safeguards assured by the Direct Debit Guarantee. I understand that this instruction may remain with Unicef and, if so, details will be passed electronically to my bank or building society.

2. Bank/building society account number:  
\_\_\_\_\_

3. Branch sort code:  
\_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

If any error is made by Unicef or your bank or building society, you are guaranteed a full and immediate refund from your branch of the amount paid. You can cancel a Direct Debit by writing to your bank or building society.

For office use only  
Unicef ref number: \_\_\_\_\_

*giftaid it*

## TAX-FREE GIVING

If you are a UK taxpayer please tick the box below so we can claim back 25p for every £1 you give at no extra cost to you.

Yes, I would like all donations I have made to Unicef for the four years prior to this year, and all donations I may make in the future, to be treated as Gift Aid donations.\*

Name of taxpayer \_\_\_\_\_ Today's date \_\_\_\_\_

No, as I am not a UK taxpayer, I am unable to take part in the Gift Aid scheme.

\* I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax in the current year than the amount of Gift Aid claimed on all my donations it is my responsibility to pay any difference. Please remember to notify us if you want to cancel this declaration, change your name or home address, or if you no longer pay sufficient tax on your income and/or capital gains.

### Data Protection

Unicef may contact you in the future about our work and how you can support us. If you would like to receive this information please tick the relevant box, or boxes, to indicate how you would like to be contacted:

Telephone  Post  Email  SMS

PLEASE SEND FORM TO UNICEF UK, 30A GREAT SUTTON STREET, LONDON EC1V 0DU

# YOUR DONATION FOR CHILDREN

Title \_\_\_\_\_ First name \_\_\_\_\_ Surname \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_

Email \_\_\_\_\_ Telephone \_\_\_\_\_

Charity Nos. 1072612 (England and Wales) SC043677 (Scotland)

I would like to donate: £  to Unicef (I enclose my cheque/postal order made payable to Unicef)

Or, I prefer to donate by Maestro/Delta/Mastercard/Visa/Amex/Diners Club/CAF Card  
(Please delete as appropriate)

Card number

Issue number  Valid from  /

Expiry date  /  Today's date  /  /

Signature

## *giftaid it* TAX-FREE GIVING

If you are a UK taxpayer please tick the box below to ensure that every £1 you give is worth an extra 25p at no extra cost to you.

Yes, I would like all donations I have made to Unicef in the past four years, and all donations I make in the future, to be treated as Gift Aid donations.\*

Name of taxpayer  Today's date

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\* I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax in the current year than the amount of Gift Aid claimed on all my donations it is my responsibility to pay any difference. Please remember to notify us if you want to cancel this declaration, change your name or home address, or if you no longer pay sufficient tax on your income and/or capital gains.

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Telephone  Post  Email  SMS

Please send me further information about:

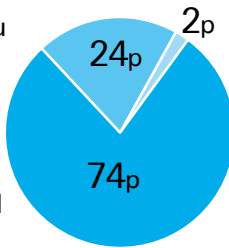
Unicef's campaign activities  Remembering Unicef in my Will  
 Giving to Unicef through my payroll  Unicef greeting cards and gifts  
 Fundraising events  Inspired Gifts

12126

PLEASE SEND FORM TO UNICEF UK, 30A GREAT SUTTON STREET, LONDON EC1V 0DU

# HOW YOU CAN HELP

For every **£1** you give to Unicef, 74 pence is spent on programmes for children, 24 pence is spent to raise another £1 and 2 pence is spent on administration.



Based on an average over the last five years.

## Children need your support

To support our vital work to protect children in danger, Unicef UK relies entirely on generous gifts from people like you, including donations from individual supporters, fundraisers, governments, companies, and other organisations. We receive no money from the UN budget.

[unicef.org.uk/give](http://unicef.org.uk/give)

## As an individual

From initiatives in schools such as Day for Change to one-off events like Soccer Aid, individuals play a vital role in our work for children. You can:

- Join a Unicef UK fundraising group
- Donate regularly by Direct Debit
- Get active, get fit, get sponsored with Team Unicef
- Hold an event to raise money
- Leave a gift in your will for children

## As a company

Unicef UK works with more than 20 leading companies to raise funds to help keep children safe from danger.

Our partners include:

- Pampers (1 Pack = 1 Vaccine)
- EasyJet (Change for Good)
- Manchester United (United for Unicef)

[unicef.org.uk/corporate](http://unicef.org.uk/corporate)

## Campaign for children

We campaign to make sure our politicians deliver on their responsibilities and make a safer world for children. But we can't do it without the help of our campaigners. Get involved at [unicef.org.uk/campaign](http://unicef.org.uk/campaign)

## Ambassadors

Unicef UK has dedicated Ambassadors and high profile supporters who help us raise money and awareness for children. [unicef.org.uk/ambassadors](http://unicef.org.uk/ambassadors)

## Unicef gifts and cards

Inspired Gifts are a great way to help Unicef protect children. Your gift provides life-saving supplies such as blankets and vaccines, and you can personalise a gift card. Our cards and gifts are the perfect way to celebrate special occasions while helping to keep children safe. Shop now at [unicef.org.uk/shop](http://unicef.org.uk/shop)

## Contacting us

Supporter Care **0300 330 5580**

Email [supportercare@unicef.org.uk](mailto:supportercare@unicef.org.uk)

Website [unicef.org.uk](http://unicef.org.uk)

Facebook [unicef.uk](https://www.facebook.com/unicef.uk)

Twitter [@unicef\\_uk](https://twitter.com/unicef_uk)

Charity Nos. 1072612 (England and Wales) SC043677 (Scotland)



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