



2 0 1 2

# BUSINESS COLLECTION UNICEF Greeting Cards

Every purchase helps UNICEF save children's lives.

save  
**10%**  
on your order  
*(details inside)*





© UNICEF/NVH02007-1374/Prozzi

Dear Friend,

It isn't a mystery; we know how to save lives, yet 21,000 children still die each day from causes we can prevent. The solution oftentimes costs just pennies ... simple vaccines; oral rehydration tablets made of salts, minerals and sugar; small, dissolvable tablets that turn liters of dirty water into clean, safe drinking water and more.

Also, we know that education is critical to individuals and societies. It helps end poverty and disease and provides a foundation for sustainable development. Education creates a ripple effect of opportunity that impacts generations to come.

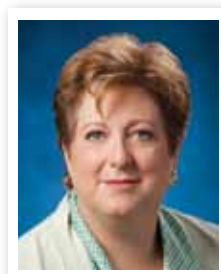
These are the building blocks of a brighter, more hopeful future for children. While the solutions may be simple, UNICEF needs everyone's help, including yours, to make an impact.

You can start right here, right now by buying UNICEF cards for your clients and colleagues. Every purchase you make can help UNICEF give children in some of the most remote and desperate places in the world a chance to grow up happy and healthy. That's an amazing feat for any company.

Caryl M. Stern

*Caryl M. Stern*

President & CEO, U.S. Fund for UNICEF



UNICEF cards and envelopes are made with a commitment to sustainable forest management and the responsible use of the planet's natural resources.

CREATE  
a connection.



Keeping in touch with clients and colleagues is smart for business.

**Save 10%**  
on your cards when you order  
by October 21, 2012.  
(400-card minimum)

**A. Children Around the Globe**

Snowflakes surround children accented with red and gold foil and an embossed globe. 5 7/16" x 8 1/16"

URS1211 \$1.75

■ Coordinates with Silver Foil Envelopes & Seals, priced separately

**B. Peace Medallion**

A dove shimmers in golden bronze and hot foil, sending a message of peace in the 6 official U.N. languages plus Japanese, Dutch, German, Korean and Italian. 5 7/16" x 8 1/16"

URS1191 \$1.75


■ Coordinates with Gold Foil Envelopes & Seals, priced separately

*The 6 official U.N. languages are English, French, Russian, Chinese, Spanish and Arabic.*

To order, shop online  
at [www.unicefusa.org/shop](http://www.unicefusa.org/shop)  
or call 1-800-227-3738 weekdays  
8 a.m. - 7 p.m. (CST)



Call Customer Service at 1-800-577-3738.  
Fax your order to 1-888-223-0950.

 Designs marked with this icon are also available as an animated UNICEF e-card. Add your company logo, Web links and more. See page 9 for details.





## Our Quality Guarantee

We want you to be delighted with your purchase. If you are not satisfied with any item for any reason, please let us know. We will replace it, refund the purchase price, or give you credit toward a future purchase.

## Saving the Children of Sahel

More than one million children are at risk of starving to death in West Africa's Sahel region, suffering from severe acute malnutrition because of drought, poor harvests and rising food prices. UNICEF and its partners are delivering desperately needed food and other life-saving supplies and services to the Sahel, one of the world's poorest regions, to help save the lives of children like 6-month-old Maniratou Mahamadou.

© UNICEF/NYHQ2012\_0156/Quarmanyne

## Your purchase helps save and educate the next generation.

### A. Exotic Red Medallion

An ornate, red foil medallion with "Season's Greetings" in gold foil in the 6 U.N. languages, plus Portuguese, German, Italian, Dutch, Japanese, Korean and Swedish. 5 7/16" x 8 1/16"

URS2269 \$1.75

■ Coordinates with Gold Foil Envelopes & Seals, priced separately

### B. Bronze Forest

Gold foil and bronzed trees shine against a glimmering gold foil background. 5 7/16" x 8 1/16"

URS1184 \$1.75

■ Coordinates with Gold Foil Envelopes & Seals, priced separately

### C. Winter Reflections

A snowy winter day glistens with bronze accents in gold foil. Framed in gold foil. 5 7/16" x 8 1/16"

URS1314 \$1.75

■ Coordinates with Gold Foil Envelopes & Seals, priced separately

### D. World Ornament

An embossed, layered design featuring red foil and bronzing. "Joy" and "Peace" in the 6 U.N. languages. Comes with a flecktone envelope. 5 7/16" x 8 1/16"

URS1214 \$1.75

■ Coordinates with Gold Foil Envelopes & Seals, priced separately

### E. Embossed Dove

An embossed dove over silver foil and gold bronze. Comes with a flecktone envelope. 5 7/16" x 8 1/16"

URS2227 \$1.75

■ Coordinates with Gold Foil Envelopes & Seals, priced separately

### F. Jolly Holidays

Elves send a simple message accented with silver and red foil. Comes with a flecktone envelope. 5 7/16" x 8 1/16"

URS1254 \$1.75

■ Coordinates with Silver Foil Envelopes & Seals, priced separately

The 6 official U.N. languages are English, French, Russian, Chinese, Spanish and Arabic.



Available as an e-card.  
See page 9 for details.



save  
**10%**  
on your cards  
when you order by  
October 21, 2012  
(400-card minimum)

All cards come with white envelopes, unless otherwise noted.  
Choose a greeting from page 2 of the Order Form, or create your own.







A

save  
**10%**  
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Choose a greeting from page 2 of the Order Form, or create your own.



C

## Say more, do more with UNICEF cards.

### A. 2013 Children's Wreath

Watercolor illustration with beautifully embossed, pearl foil snowflakes. Printed on premium textured paper. 5 5/16" x 8 1/16"

URS1194 \$1.75

Coordinates with Silver Foil Envelopes & Seals, priced separately

### B. Peace Dove

A bronzed wreath encircles an embossed dove and sends a message of peace. 4 13/16" x 6 15/16"

URS1174 \$1.55

Coordinates with Gold Foil Envelopes & Seals, priced separately

### C. New York City at Night

City lights twinkle brightly against a purple background with a bronze border. Comes with a flecktone envelope. 5 5/16" x 8 1/16"

URS1301 \$1.75

Coordinates with Gold Foil Envelopes & Seals, priced separately

### D. Global Wreath

Swirls of blue and green foil and little globes accent a wreath of silver bronze tones. 5 5/16" x 8 1/16"

URS1204 \$1.75

Coordinates with Silver Foil Envelopes & Seals, priced separately

### E. Platinum Greetings

Embossed and delicately embellished with silver bronze and silver foil. "Season's Greetings" in the 6 U.N. languages plus Portuguese, German, Italian, Dutch, Japanese, Korean and Swedish. 5 5/16" x 8 1/16"

URS1223 \$1.75

Coordinates with Silver Foil Envelopes & Seals, priced separately

The 6 official U.N. languages are English, French, Russian, Chinese, Spanish and Arabic.



Available as an e-card.  
See page 9 for details.



D

E

FOR EASY  
ORDERING, VISIT  
[www.unicefusa.org/shop](http://www.unicefusa.org/shop)

## MAKE AN IMPACT TODAY.

**Shop.** Visit [www.unicefusa.org/shop](http://www.unicefusa.org/shop) or call 1-800-227-3738 to stock up on UNICEF cards.

**Donate.** Make a tax-deductible contribution in any amount. Add a donation to your order or call 1-800-FOR-KIDS (1-800-367-5437) to donate by phone.

**Give.** Honor your clients and colleagues with a UNICEF Tribute Card. Simply choose any card design in this catalog and make a donation of \$25 or more per card (10-card minimum). For more details, see the enclosed Order Form, or call 1-800-227-3738.

## Stopping Tetanus at Birth

In 34 countries around the world, maternal and neonatal tetanus can quickly turn the joy of childbirth into tragedy. Tetanus kills one baby every nine minutes, and it kills mothers, too. Tetanus is highly preventable with a series of three vaccine doses. Just \$1.80 can protect a woman, who will then pass on the immunity to her future babies. UNICEF and Kiwanis International have partnered to deliver vaccines and improve prenatal care to eliminate this disease worldwide.



© 2011 U.S. Fund for UNICEF





**A. Global Snowflakes** 

Snowflakes swirl and glisten in two shades of foil. 5 7/16" x 8 1/8"

URS2259 \$1.75

Coordinates with Silver Foil Envelopes & Seals, priced separately

**B. Children's Ornament** 

Colorful line drawings of children's faces create a festive ornament. Comes with a flecktone envelope. 4 1/16" x 6 1/16"

URS1171 \$1.25

Coordinates with Silver Foil Envelopes & Seals, priced separately

A

B




© UNICEF/NYHQ2009-2345/Nesbitt

## Preventing HIV in Babies

Miriam and her son live in Zambia's rural Samfya District. Even before he was born, baby Peter was at risk of acquiring HIV from his mom. Happily, with help from UNICEF, Peter is HIV-free and doing well. To ensure other children are just as fortunate, UNICEF helps provide HIV testing, counseling, medication and the support mothers need to protect their children.



# WANT A HOLIDAY CARD THAT REALLY SINGS?

Featuring cheerful music and endearing animations, UNICEF's interactive e-cards capture attention from the first moment. Check out e-card designs  in this catalog or visit [www.unicefusaecards.org](http://www.unicefusaecards.org) for a closer look at all 16 designs. After choosing your favorite, you can customize it with your company logo, link it to your Website, add a signature and pick a delivery date. It's that easy!

Your personal message is delivered directly to your recipient's inbox, reaching their smartphone, tablet, laptop or desktop computer — wherever they get their email. UNICEF e-cards are a safe, spam-free, advertising-free way to connect with others, and they start at just \$1.25 each.

Best of all, just like UNICEF's traditional greeting cards, every e-card helps save children's lives.

Visit [www.unicefusaecards.org](http://www.unicefusaecards.org) to order online.



## Start your order now!

Use your smartphone to get a closer look at all 16 designs and begin ordering UNICEF e-cards.

Left to right: Flights of Peace; Earth with Fireworks; Joy, Hope, Peace; Kids Around the World; Balloon Adventures; Tree of Peace; Elegant Tree; Golden Dove; Happy Skaters; Global Kids; Winter Scene





A card to keep! Give clients an elegant card and gift all in one.

All cards come with white envelopes, unless otherwise noted. Choose a greeting from page 2 of the Order Form, or create your own.



#### A. 2013 Card & Calendar

Luxurious tapestry-inspired design embossed in red foil. Comes with a flecktone envelope. 5 5/16" x 8 1/16"

URS1201 \$1.95

■ Coordinates with Gold Foil Envelopes & Seals, priced separately

#### B. Watercolor Dove

Vibrant abstract design sends a hopeful message. Comes with a flecktone envelope. 4 13/16" x 6 15/16"

URS1304 \$1.25

■ Coordinates with Gold Foil Envelopes & Seals, priced separately

# CUSTOMIZE

YOUR CARDS IN MINUTES.

- **Message.** Pick one of our 14 suggested greetings, or create one of your own.
- **Logo.** Add your company's name and/or logo. Plus, add your return address on the envelope flap.
- **Colors.** Choose a free standard ink color, or upgrade to a custom color or foil.
- **Envelopes.** Every card comes with a white envelope, unless otherwise noted. Or upgrade to foil-lined envelopes (see below for details).

## Want to see more details or options?

See the enclosed Order Form, visit [www.unicefusa.org/shop](http://www.unicefusa.org/shop), or call Customer Service at 1-800-577-3738.



Matching foil-lined envelopes and seals create an elegant, coordinated look.

For card size: 4 13/16" x 6 15/16"

**EPU5103** Silver Envelope, each set of 25 \$3.25  
**EPU5203** Gold Envelope, each set of 25 \$3.25

For card sizes: 5 5/16" x 8 1/16" or 5 5/8" x 7"

**EPU5106** Silver Envelope, each set of 25 \$3.25  
**EPU5206** Gold Envelope, each set of 25 \$3.25

Add an elegant touch to envelopes with a gold or silver foil seal.

**UBF1004** Silver Seals, each sheet of 25 \$4.00  
**UBF1005** Gold Seals, each sheet of 25 \$4.00



© UNICEF/NYHQ2011-1562/Lemna

## Delivering Safe Water

A young girl hauls safe water in the village of Melbana in Ethiopia's Borena Zone. Water shortages are endemic to the region with years of drought taking a devastating toll on families and their livelihoods. With its partners, UNICEF is working to provide access to safe water to some 1.3 million people, including 200,000 children under 5, through new and improved water sources, water treatments and emergency water supplies.

save  
**10%**  
on your cards  
when you order by  
October 21, 2012  
(400-card minimum)



A

**Together we can save children's lives.**

**A. Asian Cranes**

Good luck cranes framed in deep black and exotic patterns embellished with bronze and red foil. Comes with a flecktone envelope. 5 7/16" x 8 1/16"

**URS1354 \$1.75**

■ Coordinates with Gold Foil Envelopes & Seals, priced separately

**B. Snow Berries**

Triptych photo of snow-covered berries bordered in bronze. 4 13/16" x 6 13/16"

**URS1311 \$1.55**

■ Coordinates with Gold Foil Envelopes & Seals, priced separately

**C. White Globe**

UNICEF by William Arthur  
Elegantly embossed in pearl foil. Printed on William Arthur's signature paper. 5 1/2" x 7"

**URS1251 \$1.95**

■ Coordinates with Silver Foil Envelopes & Seals, priced separately

**D. Elegant Pine Cone**

Handsome "brushed" gold foil pinecone is stunning on pine branch accented with gold bronze with red foil message. 5 3/16" x 8 1/16"

**URS1321 \$1.75**

■ Coordinates with Gold Foil Envelopes & Seals, priced separately

**E. Children of the World**

Embossed design on beautifully textured paper. 5 5/16" x 8 1/16"

**URS1525 \$1.75**

■ Coordinates with Gold Foil Envelopes & Seals, priced separately

**F. Woodland Creatures**

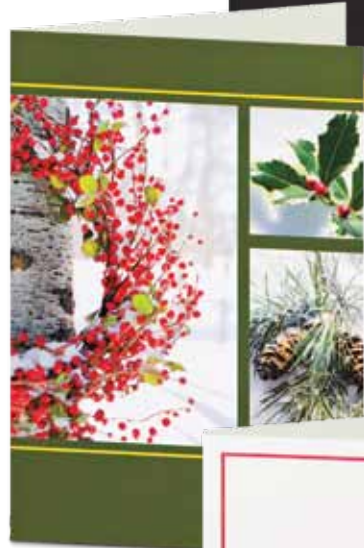
Luxurious design sparkles in layers of red and gold foil. 5 3/16" x 8 1/16"

**URS1351 \$1.75**

■ Coordinates with Gold Foil Envelopes & Seals, priced separately

All cards come with white envelopes, unless otherwise noted.

Choose a greeting from page 2 of the Order Form, or create your own.



B



C



D



E



F



**OUR COMMITMENT TO THE PLANET.**

To help conserve the earth's natural resources, we use less paper and packaging, incorporate recycled materials in our catalogs, cards, and envelopes, and choose fiber from well-managed forests.

**Do You Believe in Zero?**

We're making great strides in the fight to save children's lives. Five years ago, 25,500 children died every day from preventable causes. Today, it's 21,000. With help from people like you, UNICEF and its partners are making progress in getting that number to zero.

Still, there's work to be done. We need your help. Visit [www.unicefusa.org](http://www.unicefusa.org) to learn what you can do.

**21,000**

© UNICEF/H005-0837/Esley







A



B

## UNICEF works in more than 150 countries.

### A. Exotic Snowflake

Burgundy background showcases gold foil and bronzed embossed snowflake along with gold bronzed flourishes.

5 7/16" x 8 1/16"

URS1181 \$1.75

■ Coordinates with Gold Foil Envelopes & Seals, priced separately

### B. New York Snow Day

An artist's watercolor interpretation of New York City with snowflakes in pearl foil. 5 7/16" x 8 1/16"

URS2279 \$1.75

■ Coordinates with Silver Foil Envelopes & Seals, priced separately

### C. World of Greetings

"Season's Greetings" in shades of gold foil in the 6 official U.N. languages plus Portuguese, German, Italian, Dutch, Korean and Swedish. Background in blue foil.

5 7/16" x 8 1/16"

URS2229 \$1.75

■ Coordinates with Gold Foil Envelopes & Seals, priced separately

### D. Kids Around the World

UNICEF by William Arthur

Exclusive, embossed design with a matte gold foil finish. Printed on William Arthur's signature paper. 5 7/8" x 7"

URS1236 \$1.95

■ Coordinates with Gold Foil Envelopes & Seals, priced separately

### E. World Peace

Embossed letters with bronze accents. Bordered in gold foil. "Peace" in 6 U.N. languages, plus Japanese, Dutch, German, Korean and Italian. Comes with a flecktone envelope. 5 7/16" x 8 1/16"

URS1281 \$1.75

■ Coordinates with Gold Foil Envelopes & Seals, priced separately

*The 6 official U.N. languages are English, French, Russian, Chinese, Spanish and Arabic.*

*All cards come with white envelopes, unless otherwise noted.*

*Choose a greeting from page 2 of the Order Form, or create your own.*



© UNICEF/NYHQ/2009-2170/Pietrasik



Purchasing 400 cards can provide 4 recreation kits filled with enough Frisbees, jump ropes, footballs, volleyballs, handballs and more, so 270 children can play.



C

save  
**10%**  
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when you order by  
October 21, 2012  
(400-card minimum)



D

unicef 

by  
*William Arthur*



E



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## Reducing Child Labor

Some 380,000 children in Bolivia, some as young as 6, must work. However, over the past decade, the number of children working in the sugar cane harvest has dropped from 8,000 to less than 1,000 thanks to UNICEF-supported initiatives providing communities with stable schools and other support. That means children like German Tumpánico, 13, can attend school and even have a little fun in addition to helping his family in the fields.



## Supporting Schools in Haiti

As the third anniversary of Haiti's 2010 earthquake approaches, children study their lessons in a temporary classroom in Port-au-Prince. The earthquake disrupted schooling for some 2.5 million students, but UNICEF-supported classrooms are helping to fill part of the gap. Still, nearly half of eligible children do not attend school. With just \$60, UNICEF can provide a School-in-a-Bag with basic school supplies for 40 students and their teacher—the building blocks of a good education.



© UNICEF/NVHQ2011-2103/Dorrimo



A

**Make their day!**  
Tell clients and colleagues thank you, congratulations and happy birthday.

### A. Cake and Sparklers

Sparklers shimmering in gold bronze make a slice of birthday cake even more festive. 4 13/16" x 6 15/16"

**UBF1020 \$1.55**

■ Coordinates with Gold Foil Envelopes & Seals, priced separately

### B. World Birthday Celebration

Children around the world hold a special birthday party under a dove of peace. Embossed, hot foil, and gold bronze. 5 5/16" x 8 1/16"

**UBF1007 \$1.75**

■ Coordinates with Gold Foil Envelopes & Seals, priced separately

### C. Celebration Cake

A whimsical, carnival-style cake swirls with artistic flourishes. 4 13/16" x 6 15/16"

**UBF1011 \$1.25**

■ Coordinates with Gold Foil Envelopes & Seals, priced separately

### D. Geometric Gift

Modern meets retro style all wrapped up in a package of colorful squares. "Happy Birthday" in the 6 official U.N. languages. 4 13/16" x 6 15/16"

**UBF1010 \$1.25**

■ Coordinates with Gold Foil Envelopes & Seals, priced separately

### E. Elegant Birthday

A dusting of gold bronze adds sparkle to a birthday cake, gift, and party hat. 4 13/16" x 6 15/16"

**UBF1014 \$1.55**

■ Coordinates with Gold Foil Envelopes & Seals, priced separately



Choose a greeting from page 2 of the Order Form, or create your own.

The 6 official U.N. languages are English, French, Russian, Chinese, Spanish and Arabic.

E

© UNICEF/NVHQ2007-1046/Asselin

# EVERY CHILD

DESERVES A FUTURE FULL OF BIRTHDAYS.



B

Purchasing 100 cards can provide 250 children with a pencil and exercise book, basic supplies for learning.





## Achievements deserve special praise.

### A. Fireworks Celebration

Show your congratulations in a big way with fireworks lighting up the night sky. 4 13/16" x 6 15/16"

UBF1022 \$1.25

■ Coordinates with Gold Foil Envelopes & Seals, priced separately

### B. Universal Congratulations

An elegant script and beautiful gold bronze accents make sending your best wishes a formal affair. "Congratulations" appears in the 6 official U.N. languages plus Korean and Japanese. 4 13/16" x 6 15/16"

UBF1021 \$1.55

■ Coordinates with Gold Foil Envelopes & Seals, priced separately

*The 6 official U.N. languages are English, French, Russian, Chinese, Spanish and Arabic.*

Choose a greeting from page 2 of the Order Form, or create your own.

A



B

## Thank you for making UNICEF's lifesaving programs possible.

### C. Multi-Language Thank You

A traditional cultural medallion stands out handsomely against a richly colored background. "Thank You" in the 6 official U.N. languages. 4 13/16" x 6 15/16"

UBF1012 \$1.25

■ Coordinates with Gold Foil Envelopes & Seals, priced separately

### D. Ebony Thank You

A rich black background, subtle patterns, and gold bronze lettering come together in a handsome design perfect for everyone, including the CEO. 4 13/16" x 6 15/16"

UBF1019 \$1.55

■ Coordinates with Gold Foil Envelopes & Seals, priced separately

### E. Elegant Thank You

Handsome embossing, foil, and a dusting of gold bronze create a dramatic tapestry effect. "Thank You" in the 6 official U.N. languages. 5 1/8" x 8 1/8"

UBF1006 \$1.75

■ Coordinates with Gold Foil Envelopes & Seals, priced separately



## The right message at the right time!

Three big collections offer a year's worth of birthday, congratulations and thank you cards.



A

### A. 50-Card Birthday Collection

A collection of 50 greetings in a variety of designs makes it easy to select the perfect card for customers, clients, and everyone in the office. 50 cards, 5 designs, 51 envelopes. Each card is imprinted with an appropriate verse.

4 13/16" x 6 15/16", 5 7/16" x 8 1/16"

UBF1016 \$75.00

Each assortment pack card features an appropriate verse, unless noted. Visit [www.unicefusa.org/shop](http://www.unicefusa.org/shop) for details.



B

### B. 50-Card Mixed Occasion Collection

With a mix of birthday, thank you and congratulatory greetings, you'll always have the right card for the occasion. 25 birthday (5 each of 5 designs), 10 congratulations (5 each of 2 designs), 15 thank you (5 each of 3 designs), 51 envelopes. Each card is imprinted with an appropriate verse, unless otherwise noted. 4 13/16" x 6 15/16", 5 7/16" x 8 1/16"

UBF1017 \$75.00

### C. 25-Card Thank You Collection

Congratulating an employee for a job well done or writing a note to a client in appreciation of their business is much more meaningful than email. Say thank you all year long with this collection of 25 cards, 3 designs, 26 envelopes. Each card is imprinted with an appropriate verse, unless otherwise noted.

4 13/16" x 6 15/16", 5 7/16" x 8 1/16"

UBF1018 \$35.00



C





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## Watch online!

Use your smartphone to learn more about UNICEF's lifesaving efforts around the world.

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# UNICEF Makes Connecting Easy

From beautifully printed holiday cards to tribute cards that honor someone special to animated e-cards delivered straight to their inbox, you'll find the perfect way to connect with your clients and colleagues and celebrate the season. Best of all, your purchase helps UNICEF save children's lives.

To order, shop online at [www.unicefusa.org/shop](http://www.unicefusa.org/shop), or call 1-800-227-3738 weekdays 8 a.m.-7 p.m. (CST).



Available as an e-card.

Choose select designs as traditional paper cards or as e-cards.

See page 9 for details.

**Jolly Holidays**

URS1254 \$1.75

See page 5 for details.



This catalog is printed with 10% Post-Consumer Waste content and fiber from well-managed forests.

Front cover image: ©UNICEF/UGDA2010-0006/JEvan  
UNICEF cards and envelopes are made with a commitment to sustainable forest management and the responsible use of the planet's natural resources.

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