

UNICEF FINLAND

ANNUAL REPORT 2011





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unite for
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UNICEF INVITES PARTICIPATION IN WORK FOR CHILDREN

UNICEF is a unique organization in many senses of the word. We have a global presence and we work for children all over the world. Our work comprises both development as well as emergency response.

Our partners include local and global operators and governments – in other words, we have a presence on the level of small rural villages and entire countries, influencing legislation and decision-making that involves children. Our exhaustive studies and statistics concerning children everywhere in the world also allow us to contribute to the best and most effective ways to help children.

UNICEF's innovations, such as School-in-a-box supply kits, have improved children's conditions all over the world.


UNICEF's strength lies in its ability to get many different parties to cooperate in the effort to promote children's rights. This means that pilot projects conducted with national governments and local partners, for example, may at best scale up into global operating models. In essence, this means that every euro invested by UNICEF brings about multiple returns.

The cost-effectiveness of development efforts is a frequent subject of debate. The very fact that so many parties have contributed to work for children has enabled the attainment of significant results. Whereas in 1990 approximately 34,000 children under the age of five died every day of preventable causes, that figure currently stands at 20,000. Despite the progress, a lot of work remains to be done.

UNICEF Finland invites every man, woman, and child to take part in building a world where we can ensure a child's right to a safe and dignified life. We also work for children's rights here in Finland where, as elsewhere, our cooperative efforts cover both governmental agencies as well as other organizations in our field of work.

We are grateful for and happy about the enthusiasm with which Finnish people have adopted children's causes. In 2011, private citizens and corporations in Finland donated a record EUR 18.6 million for children's causes through UNICEF. Some 1.3 percent of our country's residents are UNICEF monthly donors. We are indeed proud of giving this account of all that we have achieved together.

My visit to the drought-ridden regions of Kenya in October allowed me to put UNICEF's essence in specific terms: as long as there is a single child in the world whose life lacks the fundamental basics required for a good life and whose right to a good life remains unfulfilled, UNICEF will keep on working. Ceaselessly, everywhere in the world, in cooperation with our partners.



Marja-Riitta Ketola
Executive Director



PERMANENT CHANGES FOR EVERY CHILD ALL OVER THE WORLD

During the past 65 years, UNICEF has influenced the lives of billions of children. As the United Nations' children's organization, our mission is to promote the realization of children's rights at all times, all over the world.

UNICEF works everywhere. Our work ranges from the grassroots level all the way up to the levels of national governments. We plan and carry out our development programs in cooperation with governments, public authorities, international and national organizations, village communities, parents, and children. Permanent changes are brought about by changing established structures.

Our work is guided by the UN Convention on the Rights of the Child, the most important objective of which is to ensure the basic rights – to health, education, equality, and protection – of every child.

The birth of a child is one the happiest events in a person's life. In developing countries, this joy often turns into concern, grief and even tragedy. Too often, childbirth turns out to be fatal to both mother and child. If the child survives the birth, he or she is faced with a host of dangers: pneumonia, malaria caused by a mosquito bite, diarrhea caused by water unsuitable for drinking, and life-threatening infectious diseases result in the death of millions of children every year. Each day tens of thousands of mothers around the world struggle to keep their children alive with inadequate resources.

That is why UNICEF is needed. Our goal is to keep children alive and to give every child a chance for a good life, regardless of their gender, nationality, and religion.

MILLENNIUM DEVELOPMENT GOALS

UNICEF's goals and objectives and its essential strategies for achieving them are set for four-year terms by UNICEF's Executive Board (see page 18).

UNICEF's Medium Term Strategic Plan for the period 2006–2013 is based on the UN Millennium Development Goals, adopted by the organization's Millennium Assembly in 2000.

The goals are to:

- halve extreme poverty
- ensure universal basic education
- promote gender equality and strengthen the position of women
- reduce child mortality rates
- improve the health of expectant mothers
- combat AIDS, malaria, and other diseases
- ensure the environment's sustainable development
- create a global partnership



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LIFECYCLE

A child's life constitutes a cycle, every stage of which is as important as the other. UNICEF is present at all of these different stages. Our work begins before a child's birth. We ensure that expectant women have access to the best possible healthcare and that they have a

chance to give birth in a safe environment. During the first years of a child's life, we focus on ensuring that the child receives vital vaccines and is covered by the care of an antenatal clinic. We provide mothers with guidance on nutritional and hygiene issues. We safeguard children



DID YOU KNOW THIS ABOUT UNICEF?

- UNICEF is the United Nations' children's organization, established in 1946 to aid children in the aftermath of World War II.
- From 1947 to 1951, we brought relief to the children of Finland.
- Today, we are active in more than 190 countries.
- Our work is based on the Convention on the Rights of the Child, the fundamental objective of which is to ensure every child's basic rights.
- UNICEF's work relies solely on voluntary donations.
- 88 percent of UNICEF staff works in the field.
- We always work in cooperation with national governments, other UN organizations, and various international and national partners.

PROGRESS

Child mortality

The mortality rate of children under the age of five has declined significantly, from 12 million in 1990 to 7.6 million in 2010. In other words 12,000 fewer children died every day in 2010 than in 1990.

Malaria

Malaria incidence worldwide decreased by 17 percent between 2000 and 2010, and malaria-related deaths declined by 26 percent. More than 1.1 million children were spared from this life-threatening disease during the last decade.

Vaccinations

The number of children receiving vital vaccinations has increased significantly: by late 2010, up to 85 percent of the world's children received the six crucial vaccines (whooping cough, tuberculosis, polio, tetanus, measles, and diphtheria) during the first year of their life.

Thanks to vaccination programs, deaths caused by measles have declined by 78 percent worldwide and polio is on the verge of eradication.

Water and sanitation

More than 2 billion people have gained access to potable water since 1990, and 1.8 billion people have been provided with proper sanitation facilities.

Education

On a global scale, 90 percent of primary school-aged children attend school today. Most countries have reached gender parity in primary education.

HIV/AIDS

The number of children infected by HIV has decreased as a result of the Children and AIDS campaign (2005–2010). In 2005, 560,000 children contracted HIV. The figure in 2010 was 390,000.

During that same period, the number of HIV-positive children receiving treatment has risen from 70,000 to more than 450,000.

The number of AIDS-related deaths among children under 15 years of age has declined by 20 percent.



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on their school path and ensure that the child finishes school, regardless of gender. We protect children and adolescents from all forms of abuse and teach them important skills that will help them lead balanced lives. We help them to finish school and to obtain a profession.

We tell them how to protect themselves against HIV. We protect girls from early marriage and teenage pregnancy and ensure that children and young people learn how to respect the rights of girls and women. We help children to grow and become good adults.

THE FUNDS CONTRIBUTED BY OUR DONORS IN FINLAND ENABLED WORK ALL OVER THE WORLD

UNICEF is active in more than 190 countries. We give priority to the most disadvantaged children. The following gives an account of how the donations given in Finland were allocated.

11%

of funds raised in Finland were allocated to emergency relief efforts. UNICEF Finland raised funds for the drought-ridden **Horn of Africa** and **Pakistan**, which has been suffering from floods.

In **Tanzania**, the program supported by UNICEF Finland helped protect children and young people against violence and abuse by way of various activities, chief among them the strengthening of local child welfare systems. The program also focused on improving birth registration.

The program funded by UNICEF Finland in **Bolivia** supported children's school education. The work is based on the child-friendly school concept, which aims to establish a safe, healthy and protective environment, in which children get quality education and are provided with knowledge about health and hygiene-related issues.

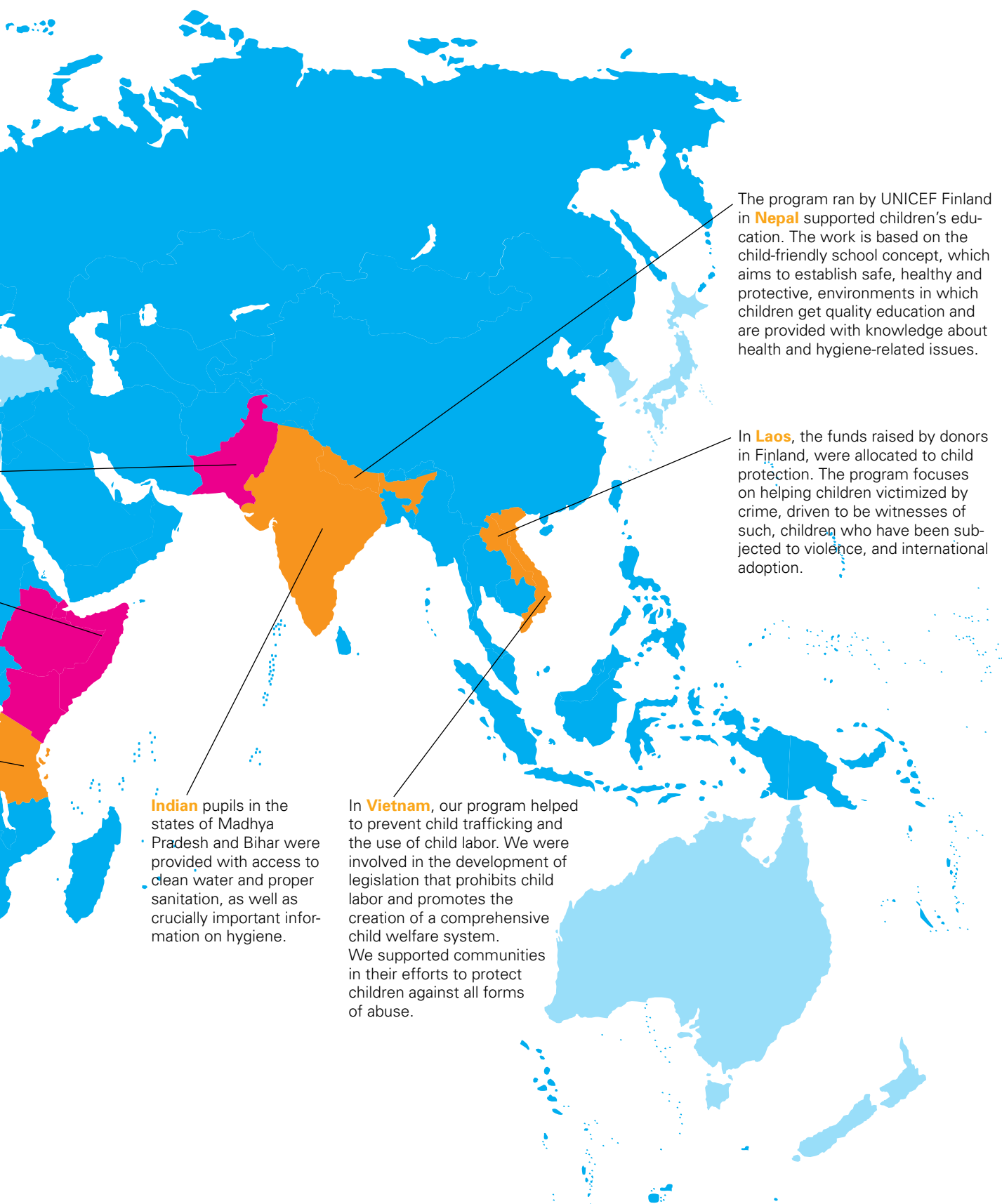
- Countries with UNICEF National Committee presence (of which UNICEF Finland is one)
- Countries in which UNICEF runs ongoing country programs (and into which 66 percent of funds raised in Finland were allocated)
- Countries in which UNICEF Finland is funding non-thematic and thematic programs
- Emergency relief efforts funded by UNICEF Finland

66%

In 2011, 66% of funds donated in Finland were allocated to UNICEF's Regular Resources. Regular Resources constitute a channel through which UNICEF can flexibly and cost-effectively carry out **development programs**. This provides countries that do not attract media attention – and that are consequently not as popular among donors – with the aid they are in such dire need of.

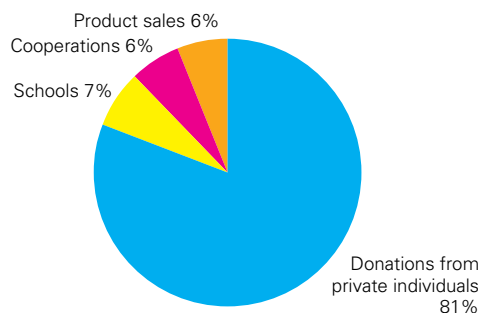
18%

of the funds raised in Finland were allocated to **non-thematic** (14 percent) and **thematic programs** (4 percent). In 2011, UNICEF Finland ran non-thematic and thematic programs in **Tanzania, Laos, Nepal, Bolivia, India, and Vietnam**. The global Children and AIDS campaign engages UNICEF Finland in the struggle for a world free of AIDS. Schools for Africa campaign provides us with an opportunity to support children's schooling in 11 African countries (see page 10).



KEY FIGURES IN 2011

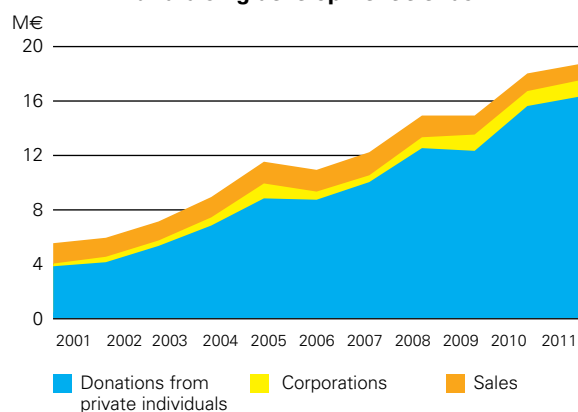
Fundraising (EUR 18.6 million) per sector



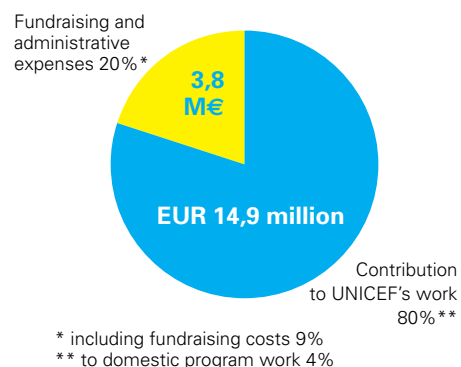
Contribution to UNICEF EUR 14.9 million



Fundraising development trends



Share of costs from gross income



1.3 PERCENT OF FINNISH RESIDENTS ARE UNICEF MONTHLY DONORS

"I became a monthly donor some five years ago after watching a TV program about UNICEF's work. I was already familiar with UNICEF and knew about the important work it does for children all over the world. But what made the greatest impression on me was the way in which UNICEF provides health education and supports children's, particularly girls', attendance in school, because I believe that education and schooling play a crucial role in the advancement of well-being. I think that a monthly donation is an easy and effortless way to contribute to the advancement of global well-being. Now that UNICEF has gained an increasingly visible presence on television, for example, I have followed the organization's work with great interest and even upgraded my monthly donation a couple of times, as a result of a televised campaign.

I have become increasingly convinced of the difference that UNICEF's work makes. I also believe that as a monthly UNICEF donor, the aid I provide is going to the right place. Many small streams make a mighty river – I believe that when everyone makes a small contribution, we can accomplish great changes."

Kristina Laaksonen,
monthly donor, Helsinki

REGULAR RESOURCES ENABLE SUSTAINED DEVELOPMENT WORK

Children's survival, protection, and well-being constitute a crucial aspect of progress everywhere. Vaccinations are one of the most effective ways of taking care of children's health. UNICEF supplies vaccines to nearly 60 percent of the world's children.

How does a vaccination campaign targeting 38 million children work?

UNICEF's efforts to eradicate polio involve several other globally operating parties, such as the World Health Organization. Vaccination campaigns are planned in cooperation with national governments. UNICEF's task on this front consists of assisting governments and other partners to plan and carry out vaccination campaigns. As the largest single commissioner of vaccines in the world, UNICEF often also manages the procurement and logistics involved. While making advance plans on vac-



ASIYA AMINU WAS VACCINATED

Five-year-old Asiya Aminu lives in the city of Zaria in northern Nigeria, one of the places where polio is still found. Every Saturday, Asiya attends Koran school, where children learn to recite the Koran. When UNICEF's vaccination team visited the school Asiya, too, was vaccinated against polio.

Up until a few years ago, this would not have been possible, since the Koran schools did not permit such activities. But with UNICEF's help and support, the Nigerian government was able to secure religious leaders' support for the campaign – a development that had a decisive impact on the ability to reach the entire community. The support of religious leaders changed the common perception about the necessity to vaccinate children.

Striving to eradicate polio

March 2011 saw the beginning of a massive vaccination campaign in West Africa. The goal of this effort was to provide 38 million children with a polio vaccine within a period of one month. The campaign's enormity becomes apparent when considering that a campaign of an equivalent scale would entail vaccinations to everyone living in the Nordic countries – twice to most of them, in fact.

During the past 18 months, polio had been threatening to make a resurgence in West Africa. The disease had already been defeated in the area once before with the help of vaccinations, but since mid-2009, it had made a reappearance in 11 West African countries. Hundreds of children were paralyzed during the epidemic.

After the epidemic broke out, UNICEF, together with its partners, organized several vaccination campaigns with promising results in West Africa. In Nigeria, for example, the number of polio cases in 2010 was 95 percent lower than in 2009.

The campaign that commenced in March 2011 was carried out in 15 countries and aimed to eradicate polio in the region for good.

ination campaigns covering millions of children, we also need to be prepared for swift responses to outbreaks of epidemics.

For a vaccination campaign to be successful, all people in the concerned region must be informed about the campaign and its importance. The most effective means by which to achieve this vary from one country to the next: whereas television, radio, or text message are the most effective means in some countries, elsewhere it may be more effective to have religious leaders spreading the message from door to door. The vaccines themselves are administered by up to tens of thousands of volunteers in each country. While UNICEF and its partners carry out the training of regional campaign heads, these regional campaign leaders train the volunteers.

The eradication of polio requires every single child to be vaccinated and for that immunization to be maintained. UNICEF's work also entails finding a solution for vaccinating children in villages controlled by rebel groups, for example.

Since we began our efforts to combat polio in 1988, the number of polio cases worldwide has decreased by more than 99 percent.

NON-THEMATIC AND THEMATIC PROGRAMS AND PROJECTS

UNICEF Finland has its own non-thematic programs focusing on specific countries. While in all respects these programs are like any other UNICEF program, their funding is provided, for the most part, by Finnish businesses and private donors (see pages 6-7). In addition, donors from Finland support various thematic programs.

SCHOOLS FOR AFRICA

The objective of Schools for Africa program – launched in 2005 – is to get 8 million children enrolled in quality basic schooling by 2014. Together with local operators and national governments, UNICEF is working to build schools, procure school supplies, train teachers, and create good practices in 11 of Africa's poorest countries. Schools for Africa is a joint campaign run by UNICEF, the Nelson Mandela Foundation, and the Peter Krämer Stiftung (formerly the Hamburg Society), and based on UNICEF's concept of child-friendly schools.

A 12-year-old veteran reporter

Raissa attends seventh grade at Bairro secondary school in Mozambique. During the past two years, UNICEF has built eight new classrooms for the school. Every pupil has also been provided with a desk and school supplies. Teachers have received additional training. Boys and girls have been provided with separate toilets and new water tanks provide everyone with potable water. Raissa's life seems to be on track in other respects as well, since she is already well on her way to attaining her dream job. UNICEF and Rádio Moambique recently launched a joint project, the purpose of which was to provide children with more chances to be heard. 12-year-old Raissa works as a producer at Chiputo's local radio station, where she hosts a show called Children's Voice once a week.

The show provides a forum for Raissa and her guests to discuss topical issues such as HIV and its prevention. Raissa's guests include fellow pupils, teachers, and school administrators. The concept alone is pioneering in the traditionally hierarchical society of Mozambique. Partly owing to the radio project sponsored by UNICEF, Raissa is on her way to realizing her dream.

Even if the eventual goal of this aspiring reporter were to change somewhere along the line, the experience has made her a part of the active and competent future generation of Mozambicans.



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A child-friendly school

1. Involves everyone

It identifies children who are not in school and enables them to attend school regardless of their gender, age, skills, or social background.

2. Promotes equality

It advocates the equal schooling of girls and boys, and evaluates results equally. Teachers are trained to take into account the needs of different groups.

3. Engages the entire community in school activities

Communities, parents, and children manage school affairs together.

4. Offers quality education

It provides children with the knowledge and skills they need to become successful and active members of society.

5. Protects and encourages

Its teaching methods are engaging and encouraging. Teachers are also trained to root out school bullying.

6. Promotes health

It provides the necessary nutrition and takes care of pupils' mental and physical well-being.

The construction of child-friendly schools rely on local raw materials and workforce. The participation of decision-makers, public officials, communities, and villagers is of vital importance, since they will continue the work initiated by UNICEF. The Rwandan government, for instance, has accepted UNICEF's child-friendly school as the model for all Rwandan secondary schools.

Schools for Africa countries:

Angola, Burkina Faso, South Africa, Ethiopia, Madagascar, Malawi, Mali, Mozambique, Niger, Rwanda, and Zimbabwe.

In 2011, we supported the Schools for Africa program with the following funds:

The UNICEF Walk and the One-Day-Work
Nokia
IKEA
UNICEF's partner province Satakunta
The Thirst Day campaign
Nenäpäivä (Red Nose Day)

EMERGENCY RELIEF

UNICEF's mission also includes ensuring that children survive catastrophes. Children in disaster areas are provided with water, emergency food aid, healthcare, and protection as well as a chance to continue attending school. UNICEF also improves communities' preparedness to cope with disasters.

HOW UNICEF WORKS

Since we operate all over the world, we are already there when a catastrophe occurs and are able to begin relief activities immediately. Our local knowledge, existing networks, and standby stocks enable rapid response to emergencies.

UNICEF's four strategically located central warehouses – in Copenhagen, Dubai, Shanghai, and Colón (Panama) – have continuous emergency preparedness. Emergency supplies are delivered to the locations in need of aid from the warehouse nearest to any given location.

On site, UNICEF works in close cooperation with the country's government and other relief organizations. Work is divided according to need and the expertise of each organization involved, to ensure that humanitarian aid is delivered as effectively as possible.

Donations made to UNICEF's emergency fund are always used where the need for aid is the greatest. Even when there is no ongoing crisis, donations are vital, since they enable our immediate response to future emergencies.

Every year, UNICEF provides aid to approximately 250 catastrophes around the globe.

The crisis in the Horn of Africa

Drought, rising food prices, and the conflicts that afflict this region caused an unprecedented disaster whose scope became apparent in the summer of 2011. The situation involves the worst food crisis seen in Africa in 20 years. At the height of the crisis, more than two million children under the age of five suffered from acute malnutrition. While 75 percent of these children were in southern Somalia, all in all the disaster impacted the lives of 13 million people.

UNICEF increased its aid to the region's children as early as towards the end of 2010. We have delivered tens of thousands of tons of material to the disaster area, chief among these emergency food aid, drugs, and medical supplies.

In Somalia, we vaccinated more than one million children against measles and provided more than 1.5 million people with clean water. We also delivered 90 percent of all the emergency food aid distributed in Somalia.

For more information about the results of our work in the disaster-struck Horn of Africa, go to our website at <http://www.unicef.fi/afrikan-sarven-katastrofi-2011>

Aden recovering from serious malnutrition

Abdile, a Somali, and his family arrived at the Dadaab refugee camp in Kenya after a 25-day journey on foot. Abdile's wife had died of hunger and disease during the grueling journey. By the time the family arrived at the camp, three-year-old Aden, the youngest of the family's four children, was so severely malnourished that his chances of survival were slim.

Day after day Aden was treated with antibiotics, therapeutic milk and nutrition, most of which were supplied by UNICEF. Abdile sat by his son's bedside for an entire month.

Little by little, Aden recovered.

By late 2011, the food crisis in the Horn of Africa concerned more than two million children like Aden whose lives we worked to save.



Floods in Pakistan

For the second year in a row, Pakistan suffered from massive floods in 2011. A fifth of the country was inundated and more than two million homes were destroyed.

Children were exposed to diseases spread by unclean water. UNICEF supplied clean water to more than two million people. In areas with no access to clean water, we distributed more than 30 million water purification tablets. In addition, we provided the afflicted areas with hygiene supplies, vaccines, and emergency food aid, particularly for children suffering from malnutrition.

For more information about the results of our work in Pakistan's flood areas, go to our website at <http://www.unicef.fi/pakistanin-tulvat-2010>

THE FOCUS OF DOMESTIC ACTIVITIES 2011

UNICEF'S EXECUTIVE DIRECTOR ANTHONY LAKE IN FINLAND

Anthony Lake, the Executive Director of the United Nations Children's Fund, visited Finland in November.

In addition to giving talks and presenting reports about the outcomes of our work and the challenges the global community faces, Mr. Lake was here to listen to Finnish perceptions. He met with former President Tarja Halonen and the Minister for International Development Heidi Hautala, and visited UNICEF Finland's office, where he met staff and volunteers.



THE CHILD RIGHTS ADVOCATE RECOGNITION WAS AWARDED TO THE FEDERATION OF MOTHER AND CHILD HOMES AND SHELTERS

Since 2004, UNICEF Finland has recognized a person or party each year that has carried out excellent work for the rights of the child. The Federation of Mother and Child Homes and Shelters is a national child welfare organization working to secure every child's right to be raised in a good and safe environment, to support parenting and families, and to prevent domestic violence.

"The Federation carries out valuable work close to people. Its member organizations and the homes and shelters they maintain put the Federation in the unique position of being able to hear the ordinary person's calls for help and support," said Ambassador Kirsti Lintonen, a member of UNICEF Finland's Board of Directors, when explaining the Board's selection. The recognition was presented by Anthony Lake.



LAPSEN OIKEUKSIEN
SOPIMUKSEN
KÄSIKIRJA



THE RIGHTS OF THE CHILD – IN PLAIN FINNISH

October saw us publish some weighty data when the Finnish version of the Guiding Principles on the Convention on the Rights of the Child rolled off the printing press. The Guiding Principles constitute a practical tool for all parties whose work involves issues concerning children. It helps us all to apply the Convention's principles to legislation, politics, administration, and everyday life.

THE "KURITUS EI KASVATA" CAMPAIGN GALVANIZED FINNS

In the weeks leading up to the Universal Children's Day (November 20), we campaigned against corporal punishment. While the majority of Finnish people do not approve of corporal punishment, their voices have so far remained largely unheard in the public debate. The campaign inspired parents to share tips and advice on how to get through the toughest situations using positive means.

"OPPIIPAHAN
TAVOILLE"

Kurittaminen vahingoittaa lapsen kasvua.
Silti joka neljäs suomalainen hyväksyy
kuritusväkivallan käytön.

Huolestuttavaa, eikö?

Puhu lapsen puolesta. Keskustele verkossa:

www.unicef.fi

unicef





THE STATE OF THE WORLD'S CHILDREN REPORT FOCUSED ON ADOLESCENTS

About a billion of the world's 1.2 billion adolescents live in developing countries. Youth is a period when poverty and inequality are likely to pass from one generation to the next. Too many young people are left without further education and are effectively sidelined at this point in their lives. By helping this age group, it is possible to change the development trends of entire nations, stated the report published in February. The State of the World's Children is UNICEF's annual flagship report that compares the state of children all over the world.



UNICEF LIVE

UNICEF Finland's annual fundraising show was aired live on the MTV3 channel on Saturday, March 12, 2011. The 90-minute UNICEF Live show achieved record-breaking fundraising results, as more than 6,500 viewers decided to join UNICEF as monthly donors during the course of the program. The show, hosted by Jaakko Saariluoma, featured a number of noted performers.



THE 2011 THIRST DAY CAMPAIGN

The annual Thirst Day campaign that takes place around May Day raised EUR 180,000 for clean water. The participants included street collectors and 400 restaurants, which gave customers a chance to make a donation for the cause in connection with paying their bill. The Thirst Day campaign was recognized as the public's favorite solution at the "Ratkaisun paikka" corporate responsibility fair.

The event centers on solutions that promote sustainable development and responsible business activities.



UNICEF WALK KICK-OFF EVENT IN PORI

As UNICEF's 2011 partner, the province of Satakunta had the honor of organizing the kick-off event of the year's school walks. On the last day of August, a thousand school children bent on good deeds thronged the city stadium in Pori. The newly released music of the walks' patron, Axl Smith, provided the crowd with warm-up tunes. Also present was the walks' mascot Kamu Kameli. Kamu Kameli spurred on the participants who had arrived from the cities of Rauma and Ulvila, for example, as well as those who had come from the surroundings of the City of Pori.

AWARDS FOR THE DOLL MAKERS OF UNICEF FINLAND

In September, our industrious makers of UNICEF's Anna and Toivo dolls, Anja Roinila and Ritva Pukkila, were recognized for their work when they were named voluntary fundraisers of the year by the Finnish Fundraising Association (VaLa). In one year alone, Roinila and Pukkila have both made more than 200 dolls, thereby raising no less than EUR 4,000 for UNICEF's vaccination programs.



VOLUNTEERS

In 2011, UNICEF Finland had nearly 2,000 volunteers working in 44 local groups across the country. These volunteers raised nearly one million euros, almost half of which was brought in by product sales.

Thanks to our volunteers, UNICEF's work is seen and heard throughout Finland. This amazing group arranges street collections and sells UNICEF products, makes dolls and organizes concerts, exhibitions, raffles, and fishing, in addition to setting up jumble sales. Our volunteers come up with ideas and carry those ideas out and contribute their time so that the world's children can be better equipped to face the challenges ahead.

2011 marked the EU's Year of Voluntary Work. To mark the occasion, we recorded a collection of stories about our volunteers.

Read, see, and hear more at www.unicef.fi/vapaaehtoistarinat.

Examples of local group activities

- On August 28, the local group in Pori organized a UNICEF charity golf tournament at Pori's Kalaforia golf course in cooperation with Pori Golf Club (PGK). The format of the open tournament was scramble. The proceeds were raised through the 50 euro attendance fees.
- On September 26, the local group in Espoo organized a piano concert featuring Iiro Rantala at the Espoo Cultural Centre. The concert was sold out and the ambience was second to none. Among other pieces, the program included material from Iiro's solo album *Lost Heroes*, whose songs are dedicated to late heroes of music.
- The doll exhibition set up by the Joensuu local group in the lobby of the city library in November attracted plenty of visitors. Since 2008, Anna and Toivo dolls have been on display for a couple of weeks around the time of the Day of the Rights of the Child. Exhibition visitors can vote for their favorite doll.

Helena Sarvela created her own way of helping

Empty Bowls is a design event whose proceeds are donated to the poorest and most disadvantaged children through UNICEF. The event was introduced to Finland by ceramic artist Helena Sarvela, who led the ninth Empty Bowls event in 2011.

"You often hear people saying something like 'Let's go buy some of those bowls'. But the thing is that we are not selling anything. Instead, you give a gift and you receive one in return. That's what this event is about," says Helena Sarvela.

Participants at Empty Bowls events give a gift – or a donation to UNICEF – and in return receive a bowl hand-crafted by an artist and filled with soup prepared by professional chefs. The event is crowned by live music.

"It has become a celebration where you can meet people. We are lucky enough to be enjoying good lives. But we can celebrate that in a way that benefits others," says Sarvela.

In this case, 'others' are our world's poorest children, whose bowls the proceeds of the event will help to fill. The idea for the event originates from the United States, the location of the very first Empty Bowls event organized in the early 1990s. Sarvela read about the event on the Internet and wrote to the idea's inventors.

"I told them that I wanted to organize a similar event in Finland. They sent me a small package which contained instructions on how to organize it. These were also accompanied with a small lump of clay, which I was supposed to mix in together with the clay I planned to make the empty bowls out of."

This was back in 2003. Originally, Sarvela had intended to hold her pottery shop's 10-year anniversary exhibition. Instead, she ended up organizing Finland's first-ever Empty Bowls event.

The event immediately attracted great interest and numerous ceramic artists, restaurants, and musicians joined the effort as volunteers. The Helsinki Cathedral Crypt also participated and donated its spaces to serve as the event's venue. Since 2006, Empty Bowls has been organized as part of Helsinki Design Week. The record proceeds so far were raised in 2008, when more than 870 visitors donated a total of EUR 15,300.



"To think that my small contribution gives so many children a chance for a happy and balanced childhood and education – it's probably the greatest gift you can give to another person in this world."

Kati Nordman

A UNICEF volunteer from Rauma

GOODWILL AMBASSADORS

UNICEF Finland's first Goodwill Ambassadors, Eija Ahvo and Susanna Haavisto, were appointed in 1986.

UNICEF's Goodwill Ambassadors bring visibility to the cause of the world's children and inspire people to join our efforts. In addition to our long-standing Goodwill Ambassadors, UNICEF Finland appoints campaign-specific Ambassadors: in 2011, our Thirst Day campaign Ambassador was Harri Syrjänen. Hip-hop artist Signmark acted as the patron of our school walks in the spring.

Examples of Goodwill Ambassador activities during the past year

- Micke Rejström held a workshop on interaction skills during our volunteers' autumn event at Majvik, in Kirkkonummi. The session was among the most popular in the program and concluded with a group of laughing volunteers leaving the hall.
- Around the time of the Day of the Rights of the Child we gave rise to public discussion in the form of our "Kuritus ei kasvata" campaign. Eija Vilpas performed in the campaign videos, which were shown on television and could be accessed online. The scenarios in the videos emulated situations where parents typically resort to violence for disciplinary purposes. The scene played out at a grocery store, for example, was familiar to many families.
- A great many ambassadors, including Jorma Uotinen, Iiro Rantala, Rainer Kaunisto, Anna Hanski, Katri Helena, Micke Rejström, and Eija Ahvo, made appeals on behalf of clean water on the Thirst Day campaign video in April.

"I have many good memories of my years as a Goodwill Ambassador. Small-scale concerts in school gyms along with heart-rending field trips. The hillside school in Vietnam and the antenatal clinic in a Tuareg village in Niger, where the midwife was an old man with no teeth. The seven-hour-old infant twins, whose tired mother tried to cool her babies by fanning a fine black cloth. My work as an Ambassador has involved tears, laughter, and singing. And a heart full of people's stories, telling of exhaustion and empowerment.

I am looking forward to the birth of new memories and carrying the message forward. Here's to the next 26 years!"

Susanna Haavisto
Goodwill Ambassador since 1986

Axl Smith – working two jobs

Goodwill Ambassador Axl Smith is currently juggling a double role, since he is also acting as the patron of UNICEF Walks for the school semester 2011–2012.

"The double role suits me just fine. The UNICEF school cooperation feels natural, since I am involved with young people quite a lot as it is. The best thing about school visits is the infectious energy and enthusiasm children and teenagers exude, in addition to the fact that they really care about how their far-away peers are doing.

I myself have a lot of good memories of my school years. Especially high school, where I had the chance to express myself as much as there was time for. And my reason for being a 100 percent UNICEF guy is that, hand on heart, I believe that children are the future and that they are the most important thing in the world. It was, after all, the formative years during which my identity, ideas, and dreams began taking shape. If we really want to effect changes in this world – you gotta start with the kids."

Axl has already visited more than ten schools. He was also present for the opening of the school walks in Pori. In February 2012, Axl made a trip to Benin, West Africa, where he visited one of UNICEF's child-friendly schools. During his trip he recorded material for his forthcoming visits to schools in Finland. The school walks support UNICEF's Schools for Africa program, which includes Benin.



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UNICEF Finland's Goodwill Ambassadors in 2011

Axl Smith, host/speaker and musician
Jyrki Linnankivi (aka Jyrki69), musician
Eppu Nuotio, actress and writer
Rainer Kaunisto, puppet artist and actor
Micke Rejström, actor and juggler
Juha Laukkanen, puppeteer
Eija Vilpas, actress
Jorma Uotinen, dance artist
Anna Hanski, singer
Iiro Rantala, pianist
Katri Helena Kalaoja, singer
Eija Ahvo, actress and singer
Susanna Haavisto, actress and singer

CORPORATE SUPPORTERS

Building long-term relations with corporate supporters is important for UNICEF.

Partnership is a tailored form of cooperation developed jointly by UNICEF and the involved company. The company can participate in our work either by giving various kinds of donations or by providing us with specialized services such as legal counseling, advertising, or communications. (Read more about our corporate supporters on page 23.)

Examples of corporate supporters and partnerships

- **Amway and Deloitte – running for the benefit of children**

Our partnerships with both Amway and Deloitte have acquired an additional element during the course of our cooperation. In May, both companies supported UNICEF by running – the direct marketing company Amway by taking part in the “Naisten Kymppi” event and Deloitte staff by taking part in the Helsinki City Run half marathon. Amway donated EUR 40 to UNICEF for each of its runners, while Deloitte donated an amount equaling the sign-up fee of every runner.

- **Finnair’s Change for Good campaign**

Change for Good is carried out every year in the weeks leading up to Christmas and New Year, principally on Finnair’s international flights. In cooperation with its customers, personnel, and partners, Finnair has already raised more than EUR 1,105,000 for UNICEF’s work. During 2009–2011, the campaign supported the Clean Water and Environment for the Children of India program.

- **H&M’s spring and Christmas campaigns**

UNICEF and H&M’s international collaboration goes back as far as 2004. In Finland, the cooperation is visible in the Christmas campaigns, for example, but also in national initiatives. In the spring of 2011, H&M stores all over Finland carried out the A Euro for UNICEF campaign. Over a period of six weeks, the campaign raised a total of EUR 50,000 for UNICEF’s work. The campaign culminated in the UNICEF Live program, which was promoted in H&M’s stores by posters and a competition.

“Making use of your own skills for the benefit of the greater good means a lot to every Deloitte employee. Children and adolescents are the core target group of our corporate responsibility program and our goal is to enable their success in future societies by a variety of means. Supporting UNICEF’s vitally important work in the capacity of an official partner provides us with another avenue for this.”

Teppo Rantanen
CEO of Deloitte Finland



The third and fourth generations of the Ahlström family on the steps of the family home, Isotalo, in 1946.

The Eva Ahlström Foundation continues the family’s legacy of social responsibility

In May 2011, UNICEF Finland formed an important partnership with the Eva Ahlström Foundation. The Foundation donated EUR 200,000 for UNICEF’s project related to clean water in the state of Madhya Pradesh in India.

The Eva Ahlström Foundation was established in 2010 by the fifth generation women of the industrialist family. The Foundation is particularly focused on supporting disadvantaged women and children both in Finland and elsewhere in the world.

The Foundation is named after the family matriarch, Eva Ahlström. Antti Ahlström (1827–1896), who founded Ahlström industries, and his wife Eva Ahlström (1848–1920) emphasized the importance of social responsibility as early as a hundred years ago. Through their donations, the couple sponsored the cultural sector, established schools and hospitals, and built apartments for company personnel in Ahlström’s plant grounds across Finland. They were particularly interested in schools, and donated significant sums to ensure that future generations of Finns, particularly girls, would receive a good basic education. The idea that with great fortune comes great responsibility has been a part of the Ahlström family’s fundamental values for 160 years.

In Madhya Pradesh, the most common causes of death among children are still diseases such as pneumonia, diarrhea, attributable to unclean water. Last year, UNICEF commenced a three-year project in the region, aiming to ensure that every resident of the state has access to clean water. The project encompasses 150 schools, through which we are able to reach a total of 37,500 Indian children and 15,000 families.

“People often think that aid is futile because of the overwhelming scale of the problems. But it’s worth remembering that Finland, too, was able to make the transition from a developing country to a welfare state in the course of a hundred years, partly thanks to a universal schooling system,” says Camilla Ahlström-Taavitsainen, who chairs the Eva Ahlström Foundation.

“By supporting poor children in rural India, we feel that we are continuing the work of Eva and Antti Ahlström in a globalized world.”

SCHOOLS

The Soukka School in Espoo carried out its UNICEF Walk in February on sleds. Kamu Kameli set the example.

The nicest thing about the UNICEF Walk: helping others. The UNICEF Walk is important, because it raises money for Africa, where children don't have proper schools.

Maiju, 5th grade

These UNICEF Walks are great because you get to do something for other people :) And they're also a nice change of pace from doing schoolwork.

Janika, 8th grade

A great way to combine physical exercise and a good cause!

A junior high school teacher

The participation of parents and grandparents was wonderful.

A preparatory school teacher



Nearly a third of Finland's secondary schools and high schools took part in UNICEF's activities in 2011 through the UNICEF Walk and One-Day-Work for UNICEF.

The UNICEF Walks and One-Day-Work for UNICEF offer children and young people a concrete way of helping the world's children. At the same time, teachers are provided with educational materials concerning the rights of the child. As to the realization of UNICEF Walks, imagination is the only limit: the movement can take place on skis, skates, or on foot, along the footpaths of nature trails.

The amazing school of Utö

Utö has had its own school since 1884. The small island's equally small school participated in the UNICEF Walk for the fourth time this year, raising a total of EUR 2,691 for the world's children. At its lowest, the number of the school's pupils taking part in the event has been three and at its highest – as in 2011 – seven.

According to teacher Brita Willström, the pace and enthusiasm on the day of the walk was remarkable, as even the youngest pupils had time for at least eight laps. Many succeeded in completing the full round of 12 kilometers. The walk's total proceeds came to an impressive EUR 1,028.

The seven schoolchildren thereby helped 102 Mozambican children to attend school for a year.

UNICEF PROVINCE SATAKUNTA

Instead of having one traditional city partner, UNICEF partnered up with the 21 municipalities of the Satakunta Province in 2011. The year provided many Satakunta residents with their first direct contact with UNICEF. More than half of the province's schools were visited by a UNICEF representative. The goals included tapping into the children's capacity for tolerance and responsibility. Nearly half of Satakunta's schools also took part in the UNICEF Walk and the One-Day-Work.

The partnership year was an eventful one and the number of events only increased as we began to approach the Christmas season. The high points of the year included the UNICEF gala concert by the Pori Sinfonietta, the UNICEF art auction held at Galleria Angelo, and the performances held by the numerous Satakunta UNICEF godparents, such as Eino Grön and Jorma Uotinen, throughout the province.

At the public festival celebrating Finnish Independence Day, the UNICEF challenge of Satakunta Province was passed on to the 2012 UNICEF City, Hämeenlinna.

UNICEF GLOBALLY

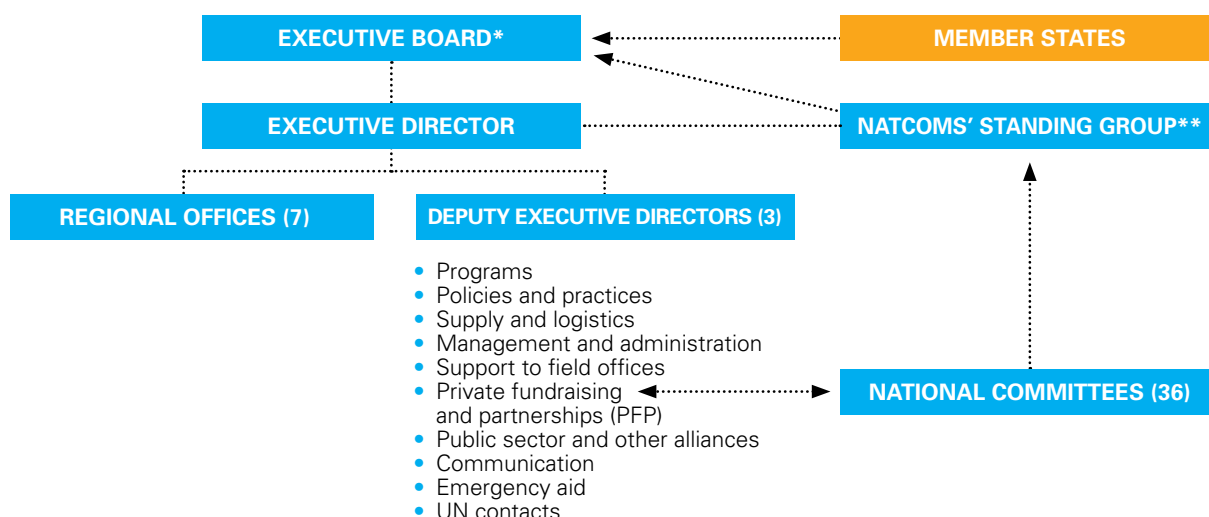
UNICEF is a United Nations' Fund whose work is governed by an Executive Board composed of rotating representatives of the Member States. UNICEF is headquartered in New York. The work of 127 country offices is steered by seven Regional Offices.

The National Committees for UNICEF, including UNICEF Finland, work in support of UNICEF in industrialized countries. In 2011, there were 36 National Committees, which raised a third of UNICEF's income.

The work of the National Committees for UNICEF is coordinated and supported by UNICEF's Private Fundraising and Partnerships (PFP) unit, based in Geneva. Operating as a registered non-governmental organization, UNICEF Finland was founded in 1967.

UNICEF receives two-thirds of its funds as donations from national governments. In 2011, the Ministry for Foreign Affairs of Finland (MFA) contributed a total of USD 41.6 million directly to UNICEF.

THE STRUCTURE OF UNICEF



*The Executive Board has 35 member states, elected for three-year terms on the basis of rotation

**The Standing Group, elected by National Committees, whose Chairman has a right to speak on the Executive Board of UNICEF

UNICEF'S EXECUTIVE BOARD IN 2011

Asian states (7):

Bangladesh
China
Indonesia
Kazakhstan
Pakistan
Qatar
South Korea

African states (7):

Cape Verde
Liberia
Malawi
Namibia
Somalia
Sudan
Tunisia

Eastern European states (4):

Belarus
Estonia
Russia
Slovenia

Latin American states and states in the Caribbean region (5):

Antigua and Barbuda
Colombia
Cuba
El Salvador
Uruguay

Western European and other states (12):

Belgium
Denmark
France
Germany
Italy
Japan
The Netherlands
New Zealand
Spain
Sweden
The United Kingdom
The United States



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THE BOARD OF DIRECTORS REPORT AND FINANCIAL STATEMENT 2011



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EXECUTIVE SUMMARY

The most serious crisis affecting children in 2011 was the famine in East Africa. It rose to the headlines in July 2011 and strongly impacted the work of both UNICEF and its National Committees. Our efforts to communicate the message of a famine affecting children to donors were successful. The challenge that lies ahead is to secure funding during 2012 as well.

In June 2011, Finland submitted a progress report to the Committee on the Rights of the Child. This had been preceded by a hearing of various organizations and the Ombudsman for Children. In addition to having participated in the preparatory work, we monitored the implementation of measures recommended to Finland.

The gross income generated by our fundraising efforts in 2011 totaled EUR 18.6 million, of which EUR 1.8 million comprised donations allocated to emergency aid. The gross income of fundraising grew by 3.3 percent in comparison to the previous year. Our contributions to UNICEF totaled EUR 14.1 million, of which emergency aid accounted for EUR 1.6 million. In addition to this, we allocated EUR 0.8 million to domestic projects, which means that 80 percent of the gross income was allocated to UNICEF's program work. The costs of fundraising activities accounted for 9 percent.

During 2011, 180,000 children and adolescents – a third of Finland's schools and educational institutions – took part in UNICEF's activities through our campaigns. The income generated by the school campaign remained almost on par with the previous year.

In October, we published the Finnish version of the Implementation Handbook for the Convention on the Rights of the Child. The Handbook represents a significant step forward towards ensuring the implementation of the rights of children in Finland. The Convention on the Rights of the Child has been included in the curriculums of comprehensive schools and high schools since the beginning of the 2010–2011 school year. During the past year, we met all textbook publishers with the intention of including the Rights of the Child in textbooks in accordance with the objectives of the curriculums.

In cooperation with other organizations, we prepared statements on the new Government's Development Policy, to advocate for issues, such as the promotion of adolescents and youth as a special target group of Finland's Development Policy, improving the situation of children with refugee and asylum seeker status, paying relevant attention to voluntary work, and increasing the amount of ODA.

UNICEF Finland's Child Rights Advocate award was granted to the Federation of Mother and Child Homes and Shelters. The award was presented by Anthony Lake, the Executive Director of the United Nations Children's Fund, who visited Finland in November. During Mr. Lake's visit, we met the President of the Republic Tarja Halonen, the Minister for International Development Heidi Hautala, as well as senior officials from the Ministry for Foreign Affairs.

The local volunteer groups of UNICEF Finland organized two major nationwide events: the Thirst campaign in the spring and the Christmas sale. Local groups also took part in the emergency aid collection targeting East Africa. The income generated by product sales declined by 11 percent compared to the previous year, due to the commencement of sales as late as in October, because of an overhaul of logistics.

Satakunta UNICEF Year campaign was very successful in increasing awareness about UNICEF's work and surpassed its fundraising target. All in all, last year's campaign was eventful and innovative. The participation of the region's 21 municipalities made the year a unique experience.

The results of 2011 were outstanding. We surpassed our targets both for the fiscal year as well as for the three-year Joint Strategic Planning period, which came to an end. All this was made possible due to our cooperation with our partnership network and our professional and dedicated staff.

We wish to extend our warmest gratitude to all of our volunteers, supporters, cooperation partners, and personnel for their committed and productive work for the benefit of the world's children. Together, we bring about sustainable changes all over the world, to every child.

Antti Heikinheimo
Chairman of the Board of Directors

Marja-Riitta Ketola
Executive Director

UNICEF FINLAND

UNICEF Finland's mission is to promote the mandate of the United Nations Children's Fund in Finland. Our organization advocates children's rights and promotes awareness of the UN's Convention on the Rights of the Child among government officials, political decision makers, companies and corporations, as well as citizens. In addition, we disseminate information on the goals and operations of UNICEF by various means. To support UNICEF's work, our organization raises funds by organizing fundraising campaigns, cooperating with companies and other business partners and organizations, and by selling UNICEF's products.

ADVOCACY

The Advocacy unit experienced several personnel changes during the fiscal year, as people were engaged in international assignments. Our advocacy work was reinforced by new recruits and the unit itself gained clarity when it was rearranged to form two operative units – domestic and international. Education for Development (E4D) work was moved from the fundraising unit to domestic advocacy. At the end of 2011, the unit was seven persons strong.

The Convention on the Rights of the Child had a notable influence on the 2011 results of advocacy work

In June, Finland received the recommendations and comments of the UN Committee on the Rights of the Child. Various organizations work in close cooperation with the Ombudsman for children to provide the Committee with essential information on the challenges faced by children in Finland. Although the collective NGOs' report was submitted in 2010, the advocacy work continued throughout 2011. In the session held in February, the Committee heard civil society organizations, the Ombudsman for children, and the parliamentary Ombudsman of Finland. UNICEF Finland was a member of the delegation. In May, the civil society organizations and the Ombudsman for children arranged a visit to Finland for the person in charge of Finland's regular reporting. The primary purpose of the visit was to give the person a chance to meet and hear different groups of children. In June, UNICEF Finland furthermore attended the State's official hearing as an observer.

The organizations and the Ombudsman for children alike were satisfied with the Committee's comments to Finland, since they addressed the foremost challenges. The comments are an important tool for promoting the rights of the child in Finland and for carrying out the State's international obligations. Due to the binding nature of the Convention on the Rights of the Child and the importance this lends to the work needed to enforce the recommended measures in national child policies, the work is set to continue for years to come.

The Finnish translation of the Implementation Handbook for the Convention on the Rights of the Child can be considered one of the most significant results of domestic advocacy work in 2011. The Handbook constitutes a practical tool for all parties whose work involves issues concerning children. Among other guidelines, it

contains advice on how to apply the Convention's objectives in legislative work, politics, programs, governance, and, simply, everyday life.

The Convention on the Rights of the Child has been included in the curriculums of comprehensive schools and high schools since the beginning of the 2010–2011 school year. During the past year, our representatives met all textbook publishers with the intention of making child rights visible in the textbooks of comprehensive school pupils and high school students in accordance with the objectives of the curriculums. As a result of this effort, various publishers have supplemented their electronic materials with information about the rights of children and expressed their willingness to include the information in their printed material as well, when time comes for reprints or production of new editions.

The theme of the Universal Children's Day was corporal punishment. UNICEF Finland organized a global campaign "Kuritus ei kasvata" around the time of the Universal Children's Day, from November 14 to November 27. The campaign attempted to raise awareness of the harmful effects of corporal punishment and encourage parents to speak against violence on behalf of the child.

The 2011 Child Rights Advocate award was granted to the Federation of Mother and Child Homes and Shelters. The Federation's goal is to secure a child's right to a protective environment and safe development, by supporting parenthood and working to prevent domestic violence.

The advocacy experts of UNICEF Finland are popular speakers at various events and training functions, where they discuss issues and themes such as UNICEF's work, the situation of children in different countries, and the rights of the child. During the past year, we held lectures and organized training for various adult audiences on more than 20 occasions. The audiences comprised universities, professionals who work with children, other organizations, and interest groups.

Cooperation with the public sector and other organizations

In 2011, UNICEF Finland continued its long-standing cooperation with the public sector and other organizations aiming to influence the content and structures of Finnish child policies. Advocacy work took place in various committees, for instance, in the form of expressing opinions and issuing statements.

Owing to the new government in Finland and the preparation of the attendant government program, UNICEF Finland was actively involved with other organizations in drawing up opinions that advocated promoting adolescents and youth as a special target group of Finland's development policy, improving the position of children with refugee and asylum seeker status, paying relevant attention to voluntary work, and raising the amount of official development aid.

We also submitted a statement on the enactment of the Optional Protocol to the UN Convention on the Rights of the Child, concerning child trafficking and the abuse of children due to prostitution and pornography. In response to a request by the Ministry for Foreign Affairs, we also drew up a statement which the Ministry can refer to when it prepares Finland's second national report for the purposes of the upcoming 2012 review of

Finland's human rights situation by the United Nations Human Rights Council. The statement allowed us to voice our concerns about the status of children of Roma background and disabled children, as well as the stricter provisions on the reunification of refugee families.

In addition, we were involved in the long-term advocacy work of various working groups and advisory committees, such as the Ombudsman for children's Advisory Board on Child Affairs and the Advisory Board for Human Rights of the Ministry for Foreign Affairs of Finland.

In the organizational field, UNICEF Finland participated in the work of the Multicultural Lapsen Etu network (run by the Family Federation's Centre for Multicultural Expertise), the Advisory Board on the Rights of the Child and International Child Protection (Lapsen oikeudet ja kansainvälinen lastensuojelu-neuvottelukunta), the HIV network (HIV-verkosto), and the network of various youth committees (Nuorisoverkosto).

UNICEF's cooperation with Aalto University, Helsinki – Kampala – New York

UNICEF Finland continued the cooperation it commenced with Aalto Design Factory the year before. The cooperation aims to create innovative solutions for development cooperation, improve the conditions of the poorest or most disadvantaged children, and enable youth participation and skills development. The pilot project was launched in Uganda in 2011, in cooperation with the UNICEF country office and UNICEF's New York-based Innovation unit. In addition to students of Aalto Design Factory, participants include students of Makerere University (Kampala).

UNICEF reaches children in comprehensive schools

As part of its efforts to promote the rights of children, UNICEF Finland is strongly involved in education processes. In addition to our cooperation with public sector officials, we work in close cooperation with teacher training institutions.

Our most important target group within the education sector, children and adolescents, is provided with lectures on the situation of children in Finland and globally. In 2011, we gave 480 lectures, thereby reaching approximately 64,000 pupils and students, particularly in the Satakunta region. Also in 2011, organizations that visit schools teamed up to compose a guide (Laatua kehittämään) on how to measure and improve the quality of school visits and how to harmonize the methods employed by various organizations.

The 960 educational institutions which took part in the school campaigns – UNICEF Walk and the One-Day-Work for UNICEF – received human rights-related material to assist them in the implementation of Education for Development. In addition, some 300 schools ordered our free E4D material via our website, and approximately 1,000 educators made use of our electronic materials.

In the spring of 2011, 18 schools were nominated UNICEF schools for a two-year term (2011–2013). These schools are educational institutions that are enthusiastic about UNICEF's activities and are willing to pass on knowledge about UNICEF and the rights of the child.

INCOME GENERATION

The total income generated by the fundraising activities of UNICEF Finland grew in 2011. Gross income totaled a record EUR 18.6 million, of which donations to emergency aid accounted for EUR 1.8 million. The gross income from fundraising grew by 3.3 percent in comparison to the previous year.

The contribution to UNICEF totaled EUR 14.1 million, of which emergency aid accounted for EUR 1.6 million. The amount allocated for domestic projects totaled EUR 0.8 million, meaning that 80 percent, or a total of EUR 14.9 million, of gross income was allocated to UNICEF's work. The costs of fundraising totaled 9 percent.

Monthly donations grew substantially, as did the income generated through partnerships with businesses. Thanks to a successful Thirst campaign, the income of community fundraising also increased. The financial support provided by schools declined from the previous year, although the number of participants remained the same. The income generated by product sales decreased by 11 percent.

Two projects with a major impact on fundraising continued during the financial year: upgrading of our customer database and the rationalization project concerning UNICEF's global sales, which was completed by the beginning of 2012.

The UNICEF fundraising campaign most visible to the general public is the face-to-face street promotion targeted at potential monthly donors and conducted throughout the year as part of the organization's in-house activities. A very successful UNICEF Live event was aired on MTV3 channel in March.

The traditional UNICEF lottery organized in cooperation with Tavara-arpa was a fabulous success with a result that surpassed expectations.

Our customer messages focused on accounts of UNICEF's work for the benefit of the world's children, the outcomes of our activities, and topical campaigns. We also disseminated information about the status of the world's children and UNICEF field workers' experiences. We kept donors up-to-date on UNICEF's diverse work, emphasizing progress in child survival. Our customer communications rely on both traditional print products as well as e-mail messages. Background materials and campaign pages – including the ones offering various possibilities for electronic participation – are always available through our website.

The reporting period saw us establish two permanent posts in our fundraising unit and discontinue one.

The organization's collection permit issued by the National Police Board pursuant to the Finnish Money Collection Act (255/2006), is valid for two years (2011–2012); permit no. 2020/2010/4249, issued on December 22, 2010. The corresponding permit concerning the Åland Islands, permit no. 40 K12, issued on January 12, 2011, was valid until December 31, 2011.

Fundraising

Of all Finnish NGOs, UNICEF Finland has the greatest number of monthly donors. The number of monthly donors rose to 70,000. The most important channels in

the recruitment of monthly donors are face-to-face marketing, television, telemarketing, and the internet. The response has been overwhelmingly positive. The income generated by donations from one-off and monthly donors is allocated to UNICEF's global work for the benefit of children through Regular Resources.

Traditional one-off donations during the fiscal year exceeded the target by far: in addition to approaching donors through basic appeals and feedback letters, we raised EUR 1.4 million through our appeal for emergency relief in East Africa. The income generated by letter appeals was EUR 3 million. In addition we received several substantial one-off donations from private individuals.

The popularity of UNICEF's Inspired Gifts declined and the income they generated remained smaller than anticipated, due to the product's redesign, lack of resources, and technical challenges.

The legacy events organized during the year generated much interest and gathered large audiences. The income received from legacies varies from year to year; in 2011, we fell short of the budgeted level.

Product sales

Product sales, or the sale of cards and gift items, declined 11 percent from the year before. The warehouse in Finland was closed down as a result of the overhaul of UNICEF's logistics, and the operations were incorporated into the global logistics activity. Consequently, sales were at a standstill longer than we had anticipated to the serious detriment of deliveries related to the Christmas campaign. This coincided with the continuing decline in card sales. Our most important distribution channel consists of our organization's own sales outlets, often managed by volunteers.

The new retail sales contract concluded with Paletti Oy got off to an auspicious start and the income it generated exceeded expectations.

Cooperation with business enterprises

The year saw us concluding new partnership agreements with the Eva Ahlström Foundation and Deloitte & Touche Oy. UNICEF Finland's other corporate partners include Nokia Group, H&M Hennes & Mauritz Oy, Finnair Plc, Lindström Oy, MTV Oy, Dramaforum Oy, Hannes Snellman Attorneys Ltd, IKEA Oy, Amway Scandinavia, Buy Aid Finland Oy, and Pohjantähti Oy.

Ruokakesko Oy renewed its participation in the joint campaign run by UNICEF and Procter & Gamble, whereas A. Ahlström Oy was the main sponsor of the Satakunta partnership year. Nearly 400 restaurants took part in UNICEF's work within the framework of Thirst campaign. Business enterprises also proved very active in emergency aid fundraising benefitting East Africa, and numerous companies acknowledged UNICEF's work in the weeks preceding Christmas through donations and by buying Inspired Gifts and Christmas cards.

Other sources of income

The purpose of UNICEF Finland's national network of volunteers is to enhance the organization's local visibility and to raise funds for UNICEF's work. Last year, we had local groups in 45 localities and nearly 2,000 volunteers

involved in the activities. The local groups carried out box collections for the Thirst campaign and the emergency aid effort benefitting East Africa. Volunteers also sold UNICEF's products, particularly in the weeks leading up to Christmas. The Anna and Toivo dolls are extremely popular and doll displays were set up in many municipalities.

In addition, local groups organized their own events, such as the successful concert the Espoo group held with Goodwill Ambassador Iiro Rantala. UNICEF Finland's volunteers received training during the national Spring and Fall Days. More informal get-togethers were organized by the Pori and Rauma groups in the summer. Overall, local groups raised nearly one million euros in 2011, nearly half of which was brought in by product sales.

Some 180,000 children and young people and 960 educational institutions (representing 30 percent of all comprehensive and high schools) participated in UNICEF activities during 2011, chiefly in the form of campaigns, the UNICEF Walk, and One-Day-Work for UNICEF. This activity by schools raised EUR 1.2 million for UNICEF's Schools for Africa program.

The Thirst 2011 campaign carried out in the spring raised EUR 180,000 for UNICEF's programs involving clean water. Nearly 1,000 box collectors took to the streets in 54 towns and cities and nearly 400 restaurants offered their customers a chance to make a donation in connection with paying their bill. The Thirst campaign was recognized as the public's favorite solution at the "Ratkaisun paikka" corporate responsibility fair organized by FiBS (Finnish Business and Society) in May.

The Satakunta region was the UNICEF province of 2011, under the coordination of the Regional Council of Satakunta. All 21 municipalities in the region contributed by organizing events, advocating, and raising funds. More than half of the pupils in the region's schools attended UNICEF's school visitors' lectures on the rights of the child. All in all, the contributions and efforts of the people of Satakunta – particularly in support of the Schools for Africa campaign – totaled more than EUR 300,000 during their UNICEF year.

The "Suomi Ui UNICEFille" event, organized in several towns and cities in cooperation with the Finnish Swimming Association, promoted clean water. Nenäpäivä (Red Nose Day) organized in cooperation with YLE (National Broadcasting Company) and other organizations, constitutes a valuable channel for informing the general public about development initiatives supported by Finnish organizations in developing countries. The Nenäpäivä was also very successful in terms of fundraising, having generated EUR 192,000 for UNICEF's Schools for Africa program.

COMMUNICATIONS

Communications as an operational unit was separated from the Advocacy unit in 2011. A Communications Director was recruited to head the Communications unit established in the autumn. The remaining recruitment for the newly established unit had not been carried out until 2012.

The Communications unit is in charge of conveying a clear message about UNICEF and increasing the brand value of the organization in Finland.

The unit produced four issues of UNICEF News, which has a circulation of 9,000 copies. In addition, the Communications unit is in charge of media relations and produces blogs, news, and other material that support fundraising activities and advocacy work.

The communications activities that gained most visibility among the general public were the "Kuritus ei kasvata" campaign organized in connection with the Universal Children's Day, and the emergency relief messages related to the crisis in East Africa. The "Kuritus ei kasvata" campaign was spearheaded by three videos produced for television broadcast, in addition to which the campaign was visible in outdoor advertising and got publicity on the radio and in the press. These, in turn, inspired lively discussions in the social media. The Communications unit also provided support in the implementation of other campaigns, including the Thirst campaign and UNICEF Live, shown on MTV3.

2011 also saw us initiating "Our Promise to a Customer" project, for which we partnered up with a communications agency. The project's purpose is to crystallize UNICEF's messages and it will continue with an implementation phase that will take place in 2012. Several other communications development projects were also initiated.

The results of the UNICEF global brand barometer survey were published in 2011. The survey compares the key indicators of UNICEF Finland's brand to those of other development and child organizations. According to the survey, UNICEF Finland and the Finnish Red Cross are the best known and most trusted development or child organizations in the country. The Red Cross led us by a small margin for a few indicators covered by the survey.

A brand's recognition and trust forms the foundation for getting its message across, for the impact of that message, and for the effectiveness of fundraising, and the building of partnerships.

SUPPORT FUNCTIONS (FINANCE AND HR, ICT)

The roles within the Human Resources unit were clarified and its operational processes were specified in response to growing HR-related administrative needs. The role of ICT was likewise solidified by way of clarifying and systematizing operational processes and creating a strong foundation for future growth and new business models.

The job satisfaction survey conducted among personnel every two years was carried out in August 2011. The response rate was high (84 percent). The survey indicated that job satisfaction has continued to improve since the previous survey, which already identified the general score as good. The survey results were discussed with personnel in two personnel meetings. These discussions were used as a basis for drawing up an action plan. In addition, we carried out a questionnaire on the subject of supervisory work among supervisors. The results of the questionnaire were employed in the drafting of a training program, in addition to which they served as the basis of a decision to establish a supervisor forum. Both will be carried out during 2012.

WWF's Finland office issued UNICEF Finland a Green Office certificate on August 4, 2010. Green Office is an

environmental program for offices, aiming to preserve natural resources and promote sustainable consumption habits.

Based on our job satisfaction survey, our personnel's response to the Green Office measures has been very positive. Our efforts to cut down on consumption in the office include the adoption of two-sided printing. We furthermore plan to introduce secure printing to our operations in general in 2012, expecting it to further reduce the amount of printouts. We are also attempting to reduce the amount of air travel by, for instance, improving the opportunities for arranging video conferences.

With regard to the indicators employed in our office, we settled on paper, the consumption of electricity, and emissions from air travel. The consumption figures reported in 2010 and 2011 show our electricity consumption to have declined by approximately 26 percent. Our carbon footprint, measured on the basis of our paper purchases, diminished by no less than 80 percent once we made the transition to recycled eco-labeled printing paper made out of fiber.

On the other hand, the emissions attributable to our air travel increased by approximately 80 percent from 2010 to 2011.

ADMINISTRATION

As a legal entity, UNICEF Finland is an officially registered national non-governmental organization, governed by the members of the General Annual Meeting and the Board of Directors elected by the Meeting. The organization (National Committee) is bound to the United Nations' Children's Fund (UNICEF) by a Cooperation Agreement which determines the principle of administration, financial management, and reporting, and governs the use of UNICEF's name and logo. The Committee reports to UNICEF on a quarterly basis. The organization's patron in 2011 was Pentti Arajärvi, PhD.

General Annual Meeting and members

At the end of 2011, the organization had 1,101 members (compared to 1,137 at the end of 2010). The organization's primary objective has been to increase the number of regular supporters rather than the number of members.

The Annual General Meeting was held in Helsinki on May 18. The Meeting adopted the Annual Report and Financial Statements for the previous year and discharged the Board from liability.

The Meeting elected Antti Heikinheimo as the Chairman of the Board. Board members Maria Romantschuk and Matti Honkala resigned.

The new Board members are Kirsti Lintonen and Teppo Rantanen.

Board of Directors

The Board of Directors makes decisions on the plans, policies, and principles concerning the management of the Committee's activities and financial management, oversees the Committee's operations and finances, decides upon the Committee's own thematic and non-thematic programs, humanitarian response, and the use of funds therein, and oversees their implementation.

The operations and activities of UNICEF Finland are conducted in compliance with the principles of good governance recommended by UNICEF, the financial policies and regulations approved by UNICEF Finland's Board of Directors, and a reasonable and risk-averting investment policy. During the past fiscal year, the Board reviewed the organization's risks as part of a thorough risk analysis and risk management process. Based on the results, the Board determined a target level for the organization's risk management, the organization's most significant risks and the likelihood of their occurrence, and drafted measures for minimizing risks and their effects. The Board discussed and adopted the new Cooperation Agreement concluded between UNICEF Finland and UNICEF, and drew up the organization's strategy for the 2012–2014 period in cooperation with the operative management.

The Board of Directors convened six times. Of the ten members of the Board, an average of eight attended each Board meeting. The members of the Board of Directors are not paid meeting fees.

The Board conducted an assessment on its own and the Committee's management's activities. The assessment criteria included the composition and independence of the Board, compliance with the organization's principles and plans, the efficiency and propriety of Board meetings, the efficacy of the organization's financial and administrative systems, and the manage-

ment's performance. The average score given to Board work was 4.6, on a scale of 1 to 5. The percentage of responses was 100 percent. The next equivalent assessment will be conducted during the spring of 2012.

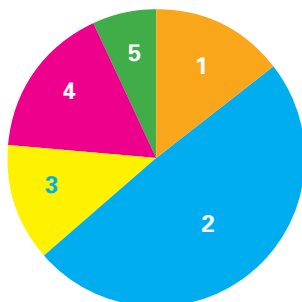
Management and personnel

Responsibility for carrying out the Board's decisions lies with the Committee's Executive Director, who is assisted by the Management Team composed of executive officers. The Executive Director's primary tasks include planning and development of the organization's activities and finances, maintaining communications and relations with the most important interest groups, recruitment and development of personnel, and ensuring compliance with the Cooperation Agreement concluded between UNICEF and UNICEF Finland. The Executive Director also prepares reports on the organization's activities to the Board of Directors. Pentti Kotoaro, MSc., was the organization's Executive Director until January 31, 2011. He was succeeded by Marja-Riitta Ketola, MSc., as of February 1, 2011.

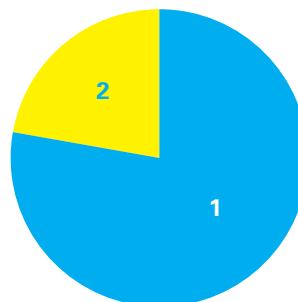
At the end of 2011, the organization employed 40 permanent and 13 fixed-term officers. In addition, the organization employed some 288 part-time staff members engaged in face-to-face and telemarketing activities.



Board of Directors in 2011: Anja Leino, Heikki Eskola, Kirsti Lintonen, Thomas Wilhelmsson, Iris Lämslähti, Antti Heikinheimo, and Leena Karo. Not shown in the picture: Mikael Knip, Teppo Rantanen, and Ulla Rehell.

Personnel by age in 2011

1. < 30 years old 15%
2. 30–39 years old 50%
3. 40–49 years old 13%
4. 50–59 years old 17%
5. > 59 years old 7%

Personnel by gender in 2011

1. Women 78%
2. Men 22%

Composition of the Board of Directors and the Management Team as of December 31, 2011

Board of Directors

Antti Heikinheimo (Chairman), Lawyer
 Heikki Eskola (Vice Chairman), Principal
 Leena Karo, Editor-in-Chief
 Mikael Knip, Professor
 Anja Leino, Chairperson of local group
 Kirsti Lintonen, Ambassador
 Iris Lämsilähti, Database Secretary
 Teppo Rantanen, CEO
 Ulla Rehell, Vice President, Development Director
 Thomas Wilhelmsson, Rector

Management Team

Marja-Riitta Ketola (Chairperson), Executive Director
 Liisa Susiluoto (Vice Chairperson), Fundraising Director
 Inka Hetemäki, Program Director
 Jussi Kivipuro, Communications Director
 (as of August 15, 2011)
 Tarja Valtakari, Finance Director
 Veera Videnius, Development Manager
 (until June 30, 2011)
 The Executive Director's Assistant, Ulla-Maria Ihalainen, acted as the Management Team's secretary until May 8, 2011 and was succeeded in this position by Anne Pfizner as of May 9, 2011.

Related parties

The Committee's related parties comprise the Committee's Board of Directors, the Management Team, and the Management Team's secretary.

Local groups

Every local group represents UNICEF in its own locality and actively partakes in product sales and fundraising campaigns, in addition to organizing fundraising campaigns of its own. The local groups are also active in communicating themes raised by UNICEF through the media, in schools, and in their own events.

From a legal perspective, local groups constitute a part of the Committee's organization and are responsible for their sub-accounts as opposed to separate financial statements. The local groups' representative on the Committee's Board of Directors is Anja Leino.

Office volunteers

During the past fiscal year, the Helsinki office of UNICEF Finland employed approximately 20 volunteers in various campaign and day-to-day activities or as experts of various fields.

Membership and participation in cooperation networks

UNICEF Finland participates in many cooperation networks but has, for the most part, refrained from memberships.

The organization is a member of the Service Centre for Development Cooperation (KEPA), the Finnish NGO Foundation for Human Rights KIOS, Fair Trade Finland and, as of last year, the Central Union for Child Welfare.

In addition, together with Finn Church Aid, the Finnish Red Cross, and YLE, UNICEF Finland is a founding member of the Ylen Hyvä/Yle Helps Foundation, which coordinates the joint fundraising effort and communications campaign of the aforementioned organizations and YLE. As a founding member, the Committee holds a permanent place on the Foundation's Board. Executive Director Pentti Kotoaro acted as a member of the Foundation's Board of Directors until January 2011, and was succeeded in this position by Executive Director Marja-Riitta Ketola as of February 2011.

Program Director Inka Hetemäki continued as a permanent expert member of the Advisory Board on Child Affairs established by the Ministry of Social Affairs and Health, and was appointed for a new term, from 2011 to 2015. UNICEF's representative on the Board of KIOS was Nina Pronin, Planning Officer.

Inka Hetemäki represented children's organizations on the Advisory Board for Human Rights (IONK) appointed by the Ministry for Foreign Affairs Finland for the term of the 2008–2011 administration.

Fundraising Director Liisa Susiluoto continued as the representative of the Nordic and Baltic countries' UNICEF Committees on the Joint Consultative Group on Corporate Fundraising in UNICEF.

EVENTS AFTER 2011 AND FUTURE OUTLOOK

UNICEF's study on child trafficking in the Nordic countries was published on February 1, 2012. In Finland, the event was arranged as a round-table discussion of experts. The study's essential message to Finland was that children who have possibly fallen prey to child traffickers are often erroneously perceived as asylum seekers, rather than as children who need protection.

In 2012, we will launch a project which will take visitors of a Roma background to schools to tell children about the Roma culture from the perspective of human rights – what it is like to live in Finland as a Finnish Romani. The theme of the 2012 Universal Children's Day is well-being in the school environment, of which we will also be publishing a study.

Our Lapsiystävällinen kunta project represents our Finnish pilot of UNICEF's international Child Friendly City model. Our partner in this project is the City of Hämeenlinna, which is also the 2012 Finnish UNICEF City.

We have been actively involved in commenting on the new government's Developmental Policy. Our special perspective with regard to its implementation is child poverty, a subject matter on which the Ministry for Foreign Affairs commissioned a study conducted by the National Institute of Health and Welfare (THL) which was published at the beginning of 2012. We played an important role in the execution of the study and its commenting. The 2012 fiscal year will see us working in increasingly close cooperation with international UNICEF and we will actively support contacts between the Ministry for Foreign Affairs and UNICEF.

In terms of fundraising, the first quarter of 2012 was marked by strong growth. MTV3's highly popular Putous show dedicated a special episode on March 3 to UNICEF. In terms of our results and outcome, the program broke all records: during the show, we acquired 6,700 monthly donors.

Provided that our operating environment does not undergo any radical changes, we expect our results to develop as planned.

Our corporate partnerships developed very positively during the first half of 2012. In March, UNICEF, the UN's Global Compact and Save the Children published ten principles which will help corporations to assume greater responsibility for the realization of children's rights. So far, children's issues have not figured prominently in the social responsibility programs of business enterprises. This will also steer the development of UNICEF Finland's cooperation with business partners in 2012. This fiscal year will see us developing our cooperation with business enterprises and strengthening the quality of such cooperation.

More than a million children under the age of five are threatened by severe malnutrition in the slowly escalating crisis in the Sahel region of West Africa this year. Although the crisis has not appeared in the headlines yet, we commenced an emergency relief fundraising in April as part of a collective effort of UNICEF Committees to help the children of the Sahel region. At the same time, UNICEF Finland contributed EUR 150,000 for the emergency response. Our concern is that the situation will turn out to be very similar for the region's children to the East Africa crisis in 2011.



A small baby boy is measured during a health examination in Burkina Faso in early 2012. Burkina Faso is one of eight countries in the Sahel region suffering from a food crisis that is in danger of culminating in a disaster comparable to that in the Horn of Africa.

INCOME STATEMENT

	Realized 2011 €	Realized 2010 €
KEY OPERATIONS		
FUNDRAISING		
Product sales		
Products	999,195.92	1,190,045.50
Commercial licenses and royalty sales	144,596.04	102,217.05
Product sales donations	9,183.91	5,320.57
Total sales	1,152,975.87	1,297,583.12
Marketing support		
Direct sales expenses	-134,764.11	-145,762.68
Marketing support	19,744.00	
Indirect sales expenses	-322,979.82	-356,311.36
Total return of product sales	714,975.94	795,509.08
Direct fundraising		
Community fundraising		
Return	2,077,000.58	2,222,515.10
Direct expenses	-186,694.60	-158,374.75
Indirect expenses	-489,889.04	-483,274.67
Community fundraising, total	1,400,416.94	1,580,865.68
Private and corporate fundraising		
Return	15,335,762.66	14,436,179.36
Marketing support	459,462.00	551,343.04
Direct expenses	-1,926,287.26	-2,152,748.03
Indirect expenses	-965,832.08	-805,106.95
Private and corporate fundraising, total	12,903,105.32	12,029,667.42
Direct fundraising, total	14,303,522.26	13,610,533.10
Units' joint marketing activities, costs	-9,307.42	-8,279.06
Direct fundraising, total	14,294,214.84	13,602,254.04
NET INCOME, FUNDRAISING	15,009,190.78	14,397,763.12

	Realized 2011 €	Realized 2010 €
CONTRIBUTIONS		
Product sales contributions	-873,222.44	-981,047.00
Direct fundraising contributions	-13,187,800.00	-12,594,923.00
CONTRIBUTIONS, TOTAL	-14,061,022.44	-13,575,970.00
COMMITTEE'S SHARE	948,168.34	821,793.12
DOMESTIC ACTIVITIES		
Advocacy and communications		
Appropriations for communications and public support	195,537.00	194,838.58
Costs of advocacy and communications	-307,205.87	-196,222.62
Indirect costs of advocacy and communications	-485,332.11	-419,503.44
Advocacy and Communications, total	-597,000.98	-420,887.48
COMMITTEE OPERATIONS		
Administration		
Personnel expenses	-2,743,014.05	-2,584,238.23
Depreciations	-25,398.72	-33,868.66
Other general administrative costs	-839,551.49	-676,457.33
General administration, total	-3,607,964.26	-3,294,564.22
Allocation for units	3,039,667.97	2,782,660.90
Unallocated administrative costs	-568,296.29	-511,903.32
Membership revenue		
Committee membership revenue	20,439.00	21,350.00
Committee membership expenses	-9,182.92	-51,573.42
Committee membership revenue, total	11,256.08	-30,223.42
Cost surplus	-205,872.85	-141,221.10
Investment and financing activity	205,875.52	130,321.27
Extraordinary items		10,913.27
SURPLUS/DEFICIT OF FINANCIAL PERIOD	2.67	13.44

BALANCE SHEET 31.12.2011

	31.12.2011 €	31.12.2010 €		31.12.2011 €	31.12.2010 €
ASSETS			LIABILITIES		
FIXED ASSETS			EQUITY		
Intangible assets			Other funds		
Intangible rights	14,226.85	24,147.54	Reserve fund	1,276,736.83	1,276,736.83
Tangible assets			Other funds	169,314.79	169,314.79
Machinery and equipment	14,820.70	17,420.91	Retained surplus	739.26	725.82
Investments			Surplus from review period	2.67	13.44
Other stocks and shares	8,333.33	8,333.33	EQUITY	1,446,793.55	1,446,790.88
FIXED ASSETS	37,380.88	49,901.78			
CURRENT ASSETS			EXTERNAL LIABILITIES		
Long-term receivables	360,000.00	450,000.00	Short-term		
Short-term receivables			Received advance		
Sales receivables	265,713.57	108,604.92	payments	82,259.96	43,656.96
Other receivables	4,643.87	400.00	Accounts payable	108,877.57	152,187.45
Accrued credits and			Debt to UNICEF	11,296,060.56	10,626,616.50
deferred charges	822,500.83	685,996.36	Other debts	38,777.80	40,526.05
Financial securities			Accrued charges and		
Other securities	10,900,000.00	10,350,000.00	deferred credits	364,449.10	283,158.62
Cash and cash receivables			EXTERNAL LIABILITIES	11,890,424.99	11,146,145.58
Cash and cash receivables	946,979.39	948,033.40			
CURRENT ASSETS	13,299,837.66	12,543,034.68			
ASSETS	13,337,218.54	12,592,936.46	LIABILITIES	13,337,218.54	12,592,936.46

NOTES TO FINANCIAL STATEMENT

1. ACCOUNTING PRINCIPLES

Pension costs

The retirement plans of the Committee's personnel are provided by an external insurance company. Pension costs have been entered in the financial statements on the basis of payments. There are no uncovered pension liabilities.

Fixed assets and depreciations

Fixed assets are itemized at their direct acquisition cost. Depreciations from itemized investments have been processed according to a straight-line depreciation plan of three, five, or seven years.

Current assets

There are no current assets on the balance sheet. Sales products are owned and produced by the principal organization and are therefore not included on the balance sheet. The Committee has insured the sales products.

Stocks and shares

Valuation is according to acquisition costs. Shares received from wills and donations are entered as revenue only according to selling price when sold.

Support funds

State aid received from the Ministry for Foreign Affairs and the Ministry of Education and Culture is entered in the income statement as item "Appropriations for communications and public support" under Advocacy and Communications. The use of the share of state subsidy allocated for communications has been entered under Section 3.2 Appropriations for communications in the notes to the financial statements. Campaign support received from the principal organization has been entered under the operation in question.

Policy for entering costs

Individual expenses have been entered for each operating unit. As a contribution to "Administrative expenses", a joint expenses allocation has been entered for each unit in relation to wages.

Total income and expenses

In addition to income generated by the principal organization's cards and products, product sales income includes income generated from UNICEF Finland's own campaign products and direct fundraising products. In addition to income raised through donations from private individuals and corporations, direct fundraising income includes income from organizations and the Ylen Hyvä Foundation.

Result of the financial period

UNICEF Finland is a non-profit organization and does not aim to generate profit. The organization's profit target is zero. Contributions to the programs of the principal organization are made in full from net income.

Contributions to principal organization

Contributions to the principal organization – UNICEF Regular Resources and thematic and other programs are made

in full from net income. The contribution from the result of the financial period is entered in the balance sheet as debt to UNICEF.

Related party transactions

The organization did not engage in any related party transactions during the financial period.

2. EXCHANGE RATES FOR FINANCIAL ITEMS IN FOREIGN CURRENCY

There were no receivables or debt in foreign currency on the closing date.

3. NOTES TO THE INCOME STATEMENT

Total income and expenses	2011	2010
Total income		
Product sales	1,152,975.87	1,297,583.12
Direct fundraising	17,412,763.24	16,658,694.46
Committee activities	20,439.00	21,350.00
Appropriations for communications and advocacy support	195,537.00	194,838.58
Support from UNICEF (principal organization)	479,206.00	551,343.04
Investment activity	205,875.52	130,321.27
Extraordinary items		10,913.27
Income, total	19,466,796.63	18,865,043.74
Total expenses		
Product sales	457,743.93	502,074.04
Direct fundraising	3,578,010.40	3,607,783.46
Contributions to principal organization	14,061,022.44	13,575,970.00
Domestic activities	792,537.89	615,726.06
Committee activities	552,080.49	529,608.08
Depreciations	25,398.72	33,868.66
Expenses, total	19,466,793.87	18,865,030.30
Result of financial period	2.76	13.44
Surplus/deficit of financial period	2.76	13.44

3.2 Communications appropriations

Communications appropriations	Appropriation	Spent in 2011
MFA's communications aid in 2011:		
international educational materials,		
general communications materials,		
and supplementary orders		
for materials	82,093.00	82,093.00
Total	82,093.00	82,093.00

3.3 Investment and financing activity

	2011	2010
Interest income	205,875.52	130,321.27

4. NOTES ON BALANCE SHEET'S ASSETS

4.1 Intangible assets	2011	2010
Net expenditure January 1	24,147.54	36,757.72
Increase	6,064.23	8,491.13
Deductions	-566.08	
Net expenditure December 31	29,645.69	45,248.85
Depreciations	-15,418.84	-21,101.31
Net expenditure after depreciations	14,226.85	24,147.54

4.2 Machinery and equipment	2011	2010
Net expenditure January 1	17,420.91	23,893.61
Increase	8,677.75	20,179.65
Deductions	-1,298.08	-13,885.00
Net expenditure December 31	24,800.58	30,188.26
Depreciations	-9,979.88	-12,767.35
Net expenditure after depreciations	14,820.70	17,420.91

4.3 Stocks and shares	2011	2010
Other stocks and shares		
Balance sheet value January 1	8,333.33	10,856.15
Unwinding of Sunic Oy		-2,522.82
Balance sheet value December 31	8,333.33	8,333.33
Stocks and shares, total	8,333.33	8,333.33

4.4 Long-term receivables	2011	2010
Purchase money claim, shares in property at Perttulantie 6	360,000.00	450,000.00

4.5 Accrued credits and deferred charges	2011	2010
Fundraising receivables	701,842.41	590,041.02
Receivables of general administration	120,658.42	95,955.34
Receivables, total	822,500.83	685,996.36

4.6 Other securities	2011	2010
Nordea money market deposit	2,300,000.00	2,700,000.00
Helsinki OP money market deposit	8,600,000.00	7,650,000.00
Money market deposits, total	10,900,000.00	10,350,000.00

5. DETAILS ON BALANCE SHEET LIABILITIES

5.1 Equity Reserve fund	2011	2010
1.1.	1,276,736.83	1,276,736.83
No changes		
31.12.	1,276,736.83	1,276,736.83

Other funds/Board operations fund		
1.1.	169,314.79	169,314.79
No changes		
31.12.	169,314.79	169,314.79

Retained surplus

1.1.	725.82	205,725.58
Deduction/increase	13.44	-204,999.76
31.12.	739.26	725.82
Surplus/deficit of financial period	2.67	13.44

5.2 Current liabilities

Short-term	2011	2010
Received advance payments	82,259.96	43,656.96
Accounts payable	108,877.57	152,187.45

Debt to UNICEF

1.1.	10,626,616.50	10,077,323.77
Contributions during fiscal year	-10,572,945.90	-9,906,838.59
Increase from fiscal year	14,061,022.44	13,575,970.00
Advance contributions	-2,818,632.48	-3,119,838.68
Debt as of December 31	11,296,060.55	10,626,616.50

Accrued charges and deferred credits

Annual leave accrual	230,836.71	238,814.51
Other accrued charges and deferred credits	133,612.39	44,344.11
Accrued charges and deferred credits December 31	364,449.10	283,158.62

6. LEASING COMMITMENTS

	2011	2010
Payable next year	54,390.60	62,181.37
Payable later	51,727.54	92,240.21
Leasing commitments, total	106,118.14	154,421.58

7. NOTES ON PERSONNEL

Number of employees at year end	2011	2010
Permanent staff	40	35
Project staff	13	11
Total	53	46

Itemization of personnel expenses 2011 2010

Wages and salaries	2,148,308.21	2,000,139.82
Remuneration	7,210.00	8,232.63
Pension costs	347,399.82	356,064.96
Other statutory social security costs	106,663.00	75,747.96
Total	2,609,581.03	2,440,185.37

Wages and salaries	2011	2010
Wages and remuneration of Executive Director	74,256.00	99,204.75
Remuneration of Board members	0.00	0.00
Total	74,256.00	99,204.75

8. CONTRIBUTION INFORMATION

Pursuant to the Joint Strategic Planning Process concluded with the principal organization, the 2011 contribution percentage amounted to 73 percent of total income. The overall contribution percentage stood at 75.7 percent, exceeding the forecasts for the year.

8.1 Income and contributions

from fundraising	2011	2010
Product sales		
Gross income from product sales	1,152,975.87	1,297,583.12
Share of fundraising	6.21%	7.23%
Change from previous year	-11.14%	
Payment to UN Children's Fund	873,222.44	981,046.80
Direct fundraising		
Income from direct fundraising	17,412,763.24	16,658,694.46
Share of fundraising	93.79%	92.77%
Change from previous year	4.53%	
Contribution to UNICEF Regular Resources and non-thematic programs	13,187,800.00	12,594,922.56
Fundraising, total		
Gross income from fundraising	18,565,739.11	17,956,277.58
Change from previous year	3.39%	
Total contribution	14,061,022.44	13,575,969.36
Change from previous year	3.57%	
Contribution targets		
	2011	2010
UNICEF Finland's own programs		
Basic education and gender equality	1,737,586.45	
Early childhood development	365,553.95	
UNICEF Finland's own programs, total		
	2,103,140.40	
Share of total contribution	14.96%	
International thematic programs and emergency aid		
Thematic training	48,000.00	
Somalia emergency aid	1,646,000.00	
Children and AIDS	462,000.00	
Thematic programs, total		
	2,156,000.00	
Share of total contribution	15.33%	
Own and thematic programs, total		
	4,259,140.40	5,045,792.68
Share of total contribution	30.29%	37.17%

UNICEF Children's Fund Contributions to Children's Fund, total	2011	2010
Share of total contribution	9,801,882.04	8,530,176.68
	69.71%	62.83%

Total contribution in 2011	14,061,022.44	13,575,969.36
Share of fundraising	75.7%	75.6%

Account books in use during financial period:

	Filing format
Journal	Electronic
General ledger	Electronic
Accounts ledger	Hard-copy
Bound balance sheet book	Hard-copy

Receipt types in use during financial period:

Heading	Type	Filing format
Credit note	HL	Hard-copy
Debit note	KL	Hard-copy
Cash in hand	KA	Hard-copy
Sales allocations	MK	Hard-copy
Account sales	ML	Hard-copy
Account sales/ discount adjustment	MLA	Hard-copy
Sales remittance	MS	Hard-copy
Memo vouchers	MU	Hard-copy
Purchase invoices	OL	Hard-copy
Adjustment (correction item) vouchers	OT	Hard-copy
Wages and salaries	PA	Hard-copy/electronic
Mjukispaket kreditnota	PH	Hard-copy
Invoices for Soft Packages	PP	Hard-copy
Collect on delivery	PE	Hard-copy
Bank receipts	PT	Hard-copy/electronic
Local groups	TR	Hard-copy
Reference payments	VS	Hard-copy/electronic

SIGNING OF THE FINANCIAL STATEMENTS

Helsinki, 11 April 2012

Board of Directors

Antti Heikinheimo Chairman	Heikki Eskola Vice chairman
Leena Karo	Mikael Knip
Kirsti Lintonen	Anja Leino
Iris Lämsilähti	Teppo Rantanen
Ulla Rehell	Thomas Wilhelmsson

The Auditor's Report has been issued today.

Helsinki, 27 April 2012

Henrik Sormunen APA	Teija Artimo APA
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AUDITOR'S REPORT

TO THE MEMBERS OF THE FINNISH NATIONAL COMMITTEE FOR UNICEF

We have audited the accounting records, the financial statements, the report of the Board of Directors and the administration of the Finnish National Committee for UNICEF for the year ended 31 December, 2011. The financial statements comprise the balance sheet, the income statement and notes to the financial statements.

Responsibility of the Board of Directors

The Board of Directors is responsible for the preparation of financial statements and report of the Board of Directors that give a true and fair view in accordance with the laws and regulations governing the preparation of the financial statements and the report of the Board of Directors in Finland. The Board of Directors shall see to it that the accounts of the association are in compliance with the law and that its financial affairs have been arranged in a reliable manner.

Auditor's Responsibility

Our responsibility is to express an opinion on the financial statements and on the report of the Board of Directors based on our audit. The Auditing Act requires that we comply with the requirements of professional ethics. We conducted our audit in accordance with good auditing practice in Finland. Good auditing practice requires that we plan and perform the audit to obtain reasonable assurance about whether the financial statements and the report of the Board of Directors are free from material misstatement, and whether the members of the Board of Directors are guilty of an act or negligence which may result in liability in damages towards the association or whether they have violated the Associations Act or the rules of the association.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements and the report of the Board of Directors. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the association's preparation of financial statements and report of the Board of Directors that give a true and fair view in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the association's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements and the report of the Board of Directors.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

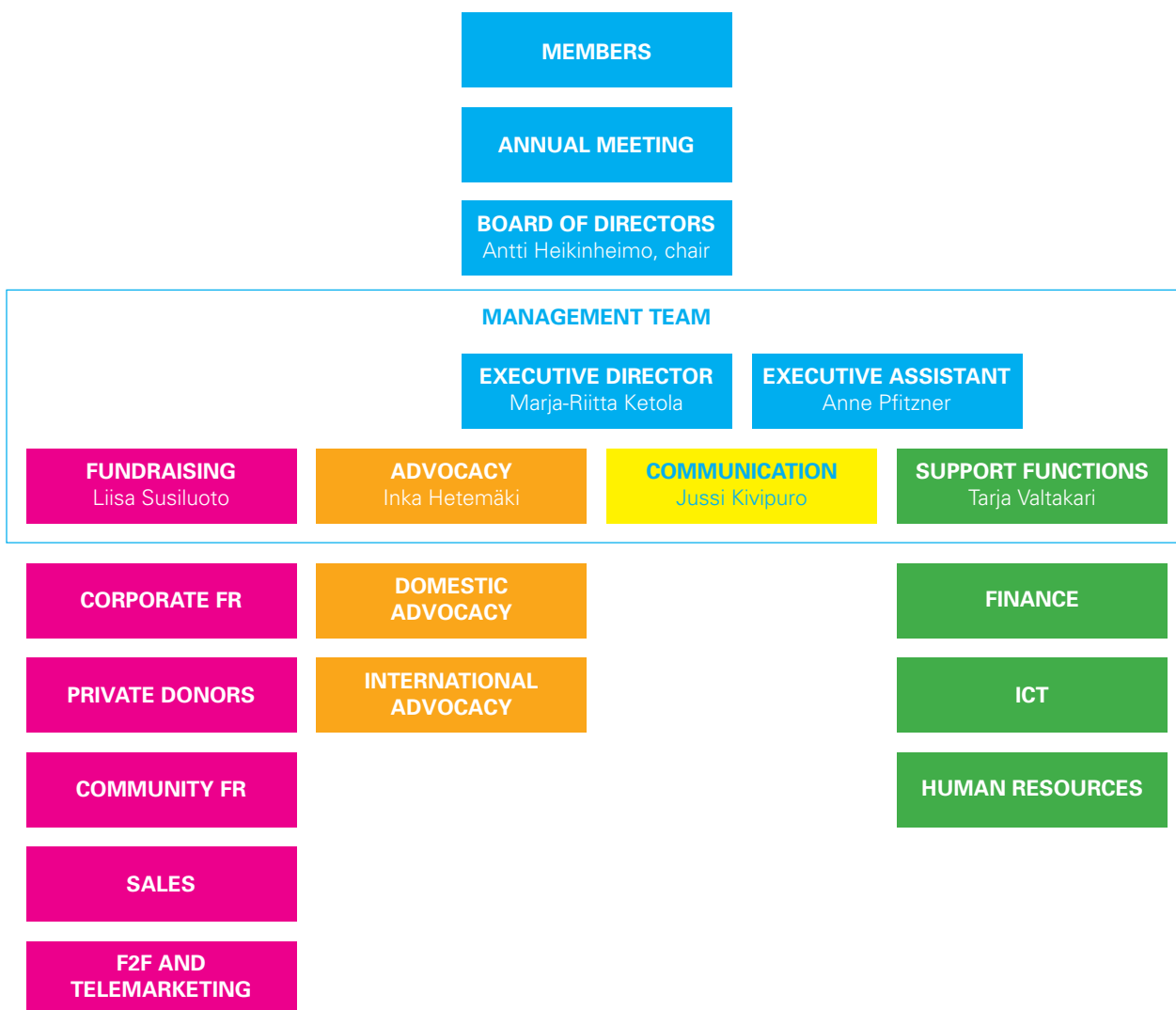
In our opinion, the financial statements and the report of the Board of Directors give a true and fair view of the financial performance and financial position of the association in accordance with the laws and regulations governing the preparation of the financial statements and the report of the Board of Directors in Finland. The information in the report of the Board of Directors is consistent with the information in the financial statements.

Helsinki, 27 April 2012

Henrik Sormunen
Authorised Public Accountant

Terja Artimo
Authorised Public Accountant

ORGANIZATIONAL CHART AS OF DECEMBER 31, 2011





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