





# ANNUAL REPORT 2013

## UNICEF FINLAND

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Four-year-old P. Otgonjargal and one of the family's reindeer in Tsagaan-Üür, a district in the province of Khövsgöl, northern Mongolia. The girl was vaccinated against measles and rubella just a moment earlier, in an extensive campaign by UNICEF and its partners. The vaccination team's trip to this remote area required several means of transport. First, the group traveled by car, then via a hand-operated cable ferry, next on a reindeer-drawn sleigh, and finally on foot.

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Marja-Riitta Ketola  
Executive Director,  
UNICEF Finland

## EXECUTIVE DIRECTOR'S REVIEW

With 2013 came development in many domains for the world's children. We have lots of reasons to be happy on the threshold of the 25th anniversary of the Convention on the Rights of the Child. For example, the number of out-of school children has decreased from 102 million to 57 million in just over a decade, and the number of new cases of HIV infection has dropped by a third.

However, these numbers do not reflect the phenomenon of increasing inequality, which requires work from all of us.

For example, a child born in Chad is 50 times more likely to die before his or her fifth birthday than a child born in Finland. Of course, not all African children live in misery, but millions of children in countries that have quickly become wealthy do live in conditions that we could never imagine.

The year was a dark one for children living in the midst of humanitarian crises. At the end of 2013, there were 5.5 million children suffering on account of the Syrian conflict, both within Syria and as refugees in neighboring countries. Children have experienced exceptional violence in 2013, and the number of traumatized children has been put as high as two million. An entire generation and the future development and stability of this region are hanging in the balance. Against this backdrop, it is good to remember the importance of UNICEF's aid in Finnish children's recovery after the Second World War.

Finnish history also shows that equality cannot be taken for granted. We need long-term work that penetrates social structures deeply in order to break the vicious circle of poverty and hatred.

UNICEF is a unique children's organization, whose broad scope of operations and position in the UN enable it to make an impact at exactly this level – UNICEF has a seat at the very table where decisions are made. How are school and health-care systems developed? How are children taken into account in legislation? What are possible ways of combating child labor? At UNICEF, we know how to bring important actors together to cooperate in children's best interests.

UNICEF is working for every child, also in Finland. The principles are the same as in other parts of the world: we strive to influence social structures. A good example of this is the Child-Friendly Municipality concept, launched in 2013, under which Finnish municipalities are encouraged to act in children's best interests.

Although UNICEF carries huge responsibility, the organization's operations are entirely dependent on voluntary donations. I hope this publication rouses your feelings. Most of all, I hope that those feelings will be underpinned by the belief that things can change and that you can make a difference. Thank you for being involved.

*With support from UNICEF, Kenema Hospital, in Sierra Leone, can take better care of children. This girl has just received medication for malaria. The photo on the next page shows a nurse administering a vaccination.*



## UNICEF, THE MOST INFLUENTIAL CHILDREN'S ORGANIZATION IN THE WORLD

- Almost 70 years of aid
- Oversees the realization of children's rights
- A worldwide presence, with 155 program countries/regions and 36 national committees
- Helps especially those children who are the most vulnerable
- Work always performed alongside local partners
- 11,500 employees, 87% of whom work in the program countries
- The best experts
- Trusted statistics and studies

# THE WORK COVERS THE CHILD'S WHOLE LIFE.\*



© UNICEF/SLRA2013-0541/Olivier Asselin

## Health

Strengthening health systems to enable them to take good care of children and mothers: including maternal health and safe delivery conditions, vital vaccinations and vitamin supplements for children, clean water, and guidance for families on nutrition and hygiene issues.

## HIV/AIDS

Strengthening health, education, and child-welfare systems so that children are protected from HIV as effectively as possible and that infected persons get help. Examples include medication that prevents mother-to-child transmission of HIV, medication that stops the progress of the disease in HIV-infected children, sexual education for young people, and work against discrimination.

56%

20%

## Education

Strengthening the education system so that all children can go to school, get a high-quality education, and complete their studies.

11%

## Protection

Changing laws, procedures, and attitudes so that authorities, families, and other adults are encouraged to support children's safe growth. For example, work against child marriage, genital mutilation inflicted on girls, use of child labor, and military use of children.

8%

3%

## Children's rights

Carrying out research and advocacy work for finding people who are most needy of help and those children who are the most vulnerable, and to make sure that the work in all parts of the operation turns out to be to their greatest benefit.

\*The percentages describe the use of funds in international UNICEF program work in 2013. The overall figure is 98%. The remaining 2% of the funds were allocated to the building of permanent infrastructure, mainly schools. Humanitarian aid is considered part of the program work. In 2013, it accounted for 28% of the program work. Additional information on the work and use of funds for UNICEF at international level is available at [www.unicef.org](http://www.unicef.org).

## UNICEF is present all over the world:



Countries and regions  
with UNICEF operations

### UNICEF Finland

UNICEF Finland is one of UNICEF's National Committees. The organization's 36 National Committees operate in industrialized countries under Cooperation Agreements with UNICEF. Their task is to raise funds for UNICEF and promote the realization of children's rights in the respective countries. Together, the National Committees raise one third of the funds of the international UNICEF organization. Established in 1967, UNICEF Finland operates as an officially registered national non-governmental organization.

Afghanistan	Cambodia	Estonia	Mauritania	South Korea
Albania	Cameroon	Equatorial Guinea	Mexico	South Sudan
Algeria	Canada	Ethiopia	The Federated States of Micronesia	Spain
Andorra	Cape Verde	France	Moldova	Sri Lanka
Angola	The Central African Republic	Fiji	Montenegro	Sudan
Anguilla	Chad	Finland	Montserrat	Suriname
Antigua and Barbuda	Chile	Gabon	Morocco	Swaziland
Argentina	China	The Gambia	Mozambique	Sweden
Armenia	Colombia	Georgia	Myanmar	Switzerland
Austria	Comoros	Germany	Namibia	Syria
Australia	Congo	Ghana	Nauru	Tanzania
Azerbaijan	The Cook Islands	Great Britain	Nepal	Tajikistan
Bahrain	Costa Rica	Greece	The Netherlands	Thailand
Bangladesh	Cote d'Ivoire	Grenada	New Zealand	Togo
Barbados	Croatia	Guatemala	Nicaragua	Tokelau
Belarus	Cuba	Guinea	Niger	Tonga
Belgium	The Czech Republic	Guinea-Bissau	Nigeria	Trinidad and Tobago
Belize	The Democratic Republic of the Congo	Guyana	Niue	Tunisia
Benin	Denmark	Haiti	North Korea	Turkey
Bhutan	Djibouti	Honduras	Norway	Turkmenistan
Bolivia	Dominica	Hong Kong	Oman	The Turks and Caicos Islands
Bosnia and Herzegovina	The Dominican Republic	Hungary	Pakistan	Tuvalu
Botswana	East Timor	Iceland	Palau	Uganda
Brazil	Ecuador	India	Palestine	Ukraine
The British Virgin Islands	Egypt	Indonesia	Panama	The United Arab Emirates
Bulgaria	El Salvador	Iran	Papua New Guinea	The United States
Burkina Faso	Eritrea	Iraq	Paraguay	Uruguay
Burundi		Ireland	Peru	Uzbekistan
		Israel	The Philippines	Vanuatu
		Italy	Poland	Venezuela
		Jamaica	Portugal	Vietnam
		Japan	Qatar	Yemen
		Jordan	Romania	Zambia
		Kazakhstan	Rwanda	Zimbabwe
		Kenya	Saint Kitts and Nevis	
		Kiribati	Saint Lucia	<b>Countries and regions with no UNICEF presence</b>
		Kosovo	Saint Vincent and the Grenadines	The Bahamas
		Kuwait	Samoa	Brunei
		Kyrgyzstan	San Marino	Cyprus
		Laos	São Tomé and Príncipe	Latvia
		Lebanon	Saudi Arabia	Liechtenstein
		Lesotho	Senegal	Malta
		Liberia	Serbia	Mauritius
		Libya	The Seychelles	Monaco
		Lithuania	Sierra Leone	Russia
		Luxembourg	Slovakia	Singapore
		Macedonia	Slovenia	
		Madagascar	The Solomon Islands	
		Malawi	Somalia	
		Malaysia	South Africa	
		Maldives		
		Mali		
		Marshall Islands		





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Ten-year-old Syrian girl Haivin Bahar and her father Hadia live in the Domiz refugee camp, in Iraq. "Wealth comes and goes but my children and wife are more valuable than gold," said the father, an interior designer who lost all of his worldly possessions to war, to UNICEF in May 2013.

## EXAMPLES OF NEWS ITEMS FROM 2013

### JANUARY

Finland began its work chairing the international UNICEF Board (see page 43), and musician Jyrki Linnankivi, a Goodwill Ambassador for UNICEF Finland, was invited to be a spokesperson for the campaign against domestic violence, child sexual abuse, and trafficking of children in Nicaragua (see page 41).

### FEBRUARY

New research results showed that genital mutilation inflicted on girls had significantly decreased. The annual result of the Change for Good campaign undertaken by Finnair and UNICEF Finland was announced. It amounted to about EUR 70,000. The funds were allocated to UNICEF's Schools for Asia program, which is targeted at supporting school attendance among children in the most vulnerable circumstances in 11 Asian countries (see page 17).

### MARCH

The month marked a sad anniversary: two years since the start of the crisis affecting Syria. The Bahar family was one of many that had to leave the family home in Syria and flee to the Domiz refugee camp, in Iraq (see the photo above). There was good news from Finland: the UNICEF-themed episode of the TV show *Putous* resulted in 3,500 new pledge donors to support UNICEF's work for long-term development (see page 30).



*New mother Issata Sow and her baby Davida sleep safely under a mosquito net in Freetown, the capital of Sierra Leone.*

## APRIL

It was reported that the number of deaths from malaria has fallen by a third since 2000. The use of mosquito nets has become more common. In 2000, about 5% of African children slept under a mosquito net, the corresponding figure in 2013 being 30%. UNICEF is among the world's largest distributors of mosquito nets.

## MAY

UNICEF Finland issued the State of the World's Children 2013 report jointly with the Ministry for Foreign Affairs of Finland. The subject of the report was the rights of children with disabilities (see page 25).

## JUNE

The results of the collection from the Thirst campaign events held before May Day were published. Over 400 restaurants, 50 H&M stores, and 1,000 volunteers together raised, in total, EUR 240,000 for children in Syria.



*Our face-to-face marketers' dance.*

## JULY

The face-to-face marketers' dance surprised summer tourists on Helsinki's Senate Square. Thanks to those who became UNICEF pledge donors with the encouragement of our face-to-face fundraisers!

## AUGUST

Finnish schools started a "UNICEF school term" in record numbers. The three-year program now covers 25 schools, all over the country. More sad news reached us from Syria – a million children have already fled the country.





© UNICEF/PFPG2013P-0434/Razan Rashidi

*Hiba wearing a UNICEF gift after fleeing to Lebanon.*



© UNICEF 2013/Martti Penttilä

*The morning of Universal Children's Day in front of Parliament House.*

## SEPTEMBER

Good health news appeared on the world scene: According to the latest statistics, child mortality rates have halved since 1990 – about 6.6 million children die before their fifth birthday each year. The number of cases of HIV infection of children has also been reduced to half, in a little more than 10 years. While 550,000 children were infected in 2001, the figure for 2013 was 260,000.

## OCTOBER

UNICEF started to deliver winter clothes to Syrian children whose health was under threat during the winter. Four-year-old girl Hiba (shown above) received one of the 88,000 packages of winter clothing sent to Lebanon. Each package contained a jacket, boots, gloves, a scarf, a knitted cap, and some warm underclothes.

## NOVEMBER

Children in the Philippines spent Universal Children's Day, November 20, in the midst of the devastation caused by typhoon Haiyan (see pages 21–23). In Finland, the day had a more cheerful feel. Universal Children's Day was a national flag day for the first time in Finland, and children's organizations campaigned for the rights of children with disabilities (see page 25). The UNICEF-oriented episode of the TV show *Dancing with the Stars* (see page 35), which was arranged to be aired soon after the Universal Children's Day, prompted over 4,000 new pledge donors for UNICEF operations.

## DECEMBER

Hämeenlinna became the first town in Finland to be awarded UNICEF's Child-Friendly Municipality recognition (see page 25). Also, Finnish people made friends and family members happy by buying UNICEF gifts for the world's children (see page 33). Syrian children's new year started in a desperate atmosphere: the deepening crisis affected a full 5.5 million children, nearly three million of whom had been forced to leave their home.







# HOW THE FUNDS WERE USED

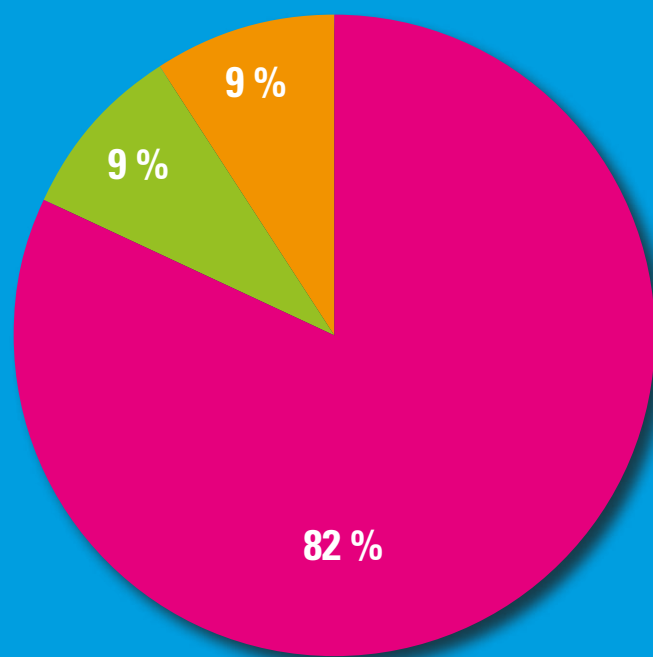


*A father of a Syrian family that had fled to Iraq took his children to be vaccinated at the UNICEF vaccination tent at the Kawergosk refugee camp in Iraqi Kurdistan.*



In 2013, UNICEF Finland supported the world's children to the tune of

# EUR 14,8 million



**EUR 14.8 million**

## THIS IS HOW THE FUNDS WERE USED:

**82 %**

EUR 12.2 million

**LONG-TERM DEVELOPMENT WORK\***

**READ MORE ON PAGES 12–17**

**9 %**

EUR 1.3 million

**HUMANITARIAN AID**

**READ MORE ON PAGES 18–23**

**9 %**

EUR 1.3 million

**DOMESTIC ACTIVITIES**

**READ MORE ON PAGES 24–26**

\* Including EUR 9.6 million for Regular Resources and EUR 2.6 million for non-thematic and thematic programs. The share of UNICEF Regular Resources in the whole “pot” was 65%, and the corresponding figure for non-thematic and thematic programs was 17%.

A boy is teaching speech sounds to his classmates at Kisaabo School, in western Uganda. A large-scale nutrition program created on the initiative of UNICEF is helping families in this area.





*A mother receives advice  
on nutrition for her  
six-month-old daughter  
at the Ashkapur health  
center supported by  
UNICEF in Bangladesh.*

# LONG-TERM DEVELOPMENT WORK

**The creation of permanent changes is at the core of UNICEF's work.  
In 155 countries, we reach the children most in need of help.  
We do all we can so that they can grow up healthy and safe and attend school.**

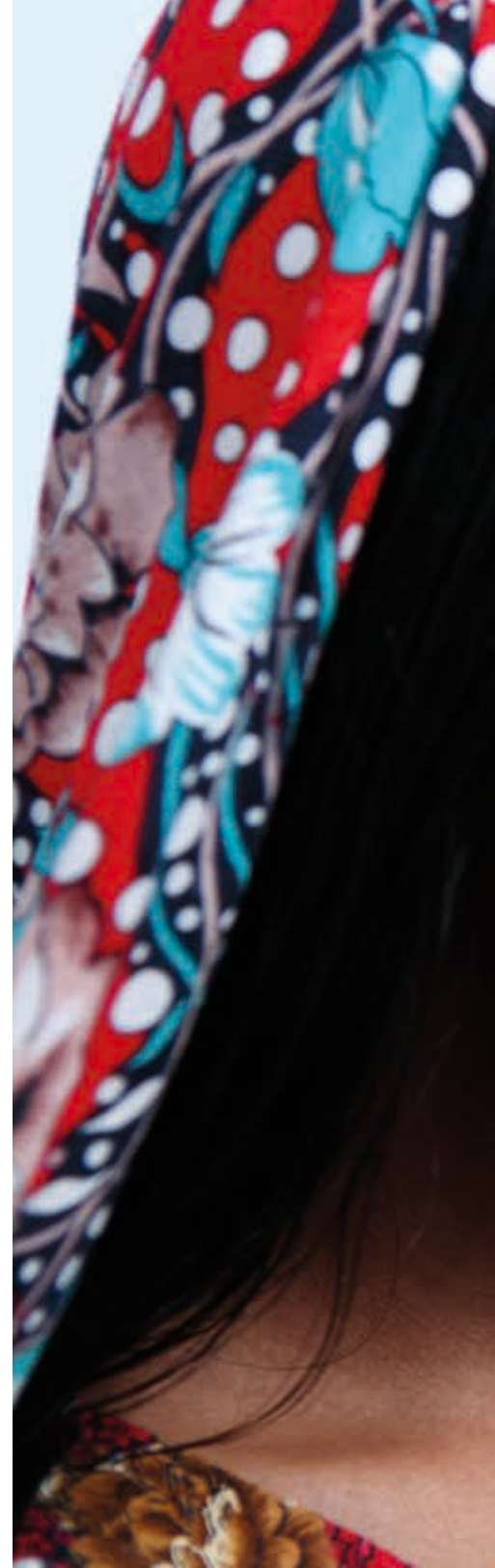
The work in the program countries starts with an analysis by the UNICEF country office, which maps the children in the most vulnerability-creating circumstances, along with their needs, and the best ways for UNICEF to help them.

The analysis is used to determine the country's program for the next five years. This planning is performed in cooperation with the national government and civic organizations. The principle is the same as that of the old wisdom according to which if you give a fish to a man, you feed him for a day, but if you show him how to catch fish, you will feed him for a lifetime.

Permanent changes can only be made by influencing structures. This is why UNICEF does all its work together with local people. The decision-makers, authorities, and lawmakers must put children at the top of their agenda. Our goal is to strengthen the state's own systems so that they can take good care of children. Collaboration with civic organizations, communities, and families strengthens civic society's potential to defend children's rights and provide them with the appropriate care and support.

UNICEF acts in children's best interests at the international level too. The organization looks after children's interests in the implementation of international treaties and in the work of international decision-making bodies. It also conducts research, creates innovations to improve children's lives, and provides training and recommendations. In all this work, UNICEF Finland is an important actor.

In 2013, for example, UNICEF Finland trained Finnish companies that operate in developing countries to apply the Children's Rights and Business Principles in their work. Principles, developed by UNICEF in collaboration with the UN Global Compact and Save the Children, help companies to create permanent improvement in children's lives. We also trained staff of the Ministry for Foreign Affairs and some Finnish civic organizations in a human-rights-based approach to programming. Moreover, we arranged school visits at which Finnish schoolchildren were educated on children's rights and issues related to children around the world.







### **This is how the funds from Finnish donors were used in long-term development work:**

The majority (65%) of funds raised by UNICEF Finland is contributed to UNICEF's Regular Resources, from which the international UNICEF organization allocates the funds to its long-term work around the world. For example, pledge donations (see page 30) go to Regular Resources.

In addition, UNICEF Finland has non-thematic and thematic programs via which support given for international UNICEF long-term work can be earmarked for a certain theme, region, country, or project. The allocation of funds is cost-efficient only if the sum is sufficient. That is why the funding of the non-thematic and thematic programs comes mainly from companies, major donors, or other sources committed to such funding. In 2013, these programs were implemented in the following countries: Bolivia, Brazil, East Timor, India, Kenya, Madagascar, Malawi, Mauritania, Mozambique, Nepal, South Africa, and Zambia.

In addition, UNICEF Finland funds two thematic programs wherein many Finnish donors support work addressing the same theme. In 2013, the themes were education and the work against HIV/AIDS. The funds for the education theme came from school campaigns – in other words, UNICEF Walks and the One-Day Work for UNICEF (see page 32). The HIV/AIDS theme, in turn, was funded primarily by amounts pledged by donors who wanted to direct part of their donation specifically to this work.

In addition to support from UNICEF Finland, UNICEF received USD 32.9 million (about EUR 23.9 million) from the Ministry for Foreign Affairs of Finland for program work in developing countries. The Ministry for Foreign Affairs provides its support directly to UNICEF; that is, the funds are not transferred via UNICEF Finland.

*You can support long-term UNICEF work by becoming a pledge donor at [www.unicef.fi/kuukausilahjoitus](http://www.unicef.fi/kuukausilahjoitus) (in Finnish).*



# Target diseases for EPI

1. Diphtheria
2. Pertussis
3. Tetanus
4. Hepatitis B
5. Haemophilus Influenza
6. Polio
7. Tuberculosis
8. Measles
9. Pneum

## IMMUNIZATION Schedule for Children and Completion of Vaccine

Table 1

Duration	Vaccine	Completion
1st	Bac. DTP	1st
2nd	Bac. DTP	2nd
3rd	Bac. DTP	3rd
4th	Bac. DTP	4th
5th	Bac. DTP	5th

1st	100%	100%
2nd	100%	100%
3rd	100%	100%
4th	100%	100%
5th	100%	100%

## Tetanus Vaccine for women (cm)

Duration	1st	2nd
1st	100%	100%
2nd	100%	100%
3rd	100%	100%





*A health assistant wants to see Odjua Adjuluati's palms because their color may give indications of whether the boy is suffering from anemia.*

## Health assistants keep children alive in Ethiopia

Health assistant Achang Objo inspects two-year-old Odjua Adjuluati. The boy weighs 13 kilograms, and his hand circumference is about 15 centimeters. Everything is fine.

Objo's small health center is located in the Itang region, in western Ethiopia. She is one of 38,000 health assistants in Ethiopia supported by UNICEF.

The health assistant program has taken primary health care to the most remote areas, and it is largely thanks to the health assistants' work that mortality rates among Ethiopian children have significantly decreased. In 2013, children in Ethiopia were twice as likely to survive as they were 20 years ago.

The health assistants know how to diagnose and treat the most common childhood illnesses and to ensure that all children get the required vaccinations and nutrition supplements. They also walk from door to door to tell parents about the advantages of exclusive breastfeeding and the importance of hand-washing, and they explain that sleeping under a mosquito net gives the best protection against malaria.

*UNICEF supports large-scale programs in 11 African countries with the purpose of implementing primary health care for children in local communities. It is important that people do not have to travel to a distant clinic to see a doctor every time they have a health problem.*



## Even more Ugandan girls avoided genital mutilation

Natee Asuguru presses her finger against the ink pad and then onto paper in the presence of witnesses. She thus commits to not performing genital mutilation of any girl in the future. We are in northeast Uganda, in the Moroto area, where “female circumcision” has significantly decreased since UNICEF and the UN Population Fund (UNFPA) started their large-scale campaign to end this practice in 2008.

In practice, girls’ “circumcision” is genital mutilation.

At first, lawmakers in Uganda were supportive of the preparation of a law that prohibits mutilation under penalty of a lengthy prison term. The law took effect in 2010, and it was translated into all languages of Uganda’s populations among which mutilation is practiced. The translations were used in training of police and other officers. Also, discussions were arranged in villages, girls were told about their rights, and community leaders were encouraged to recommend the ending of the procedure to other leaders.

Officers in Moroto county estimated that more than 1,000 girls had previously been mutilated per year. In 2012, the authorities became aware of only 25 cases, then 12 in 2013.

© UNICEF/UGDA201300819/Proscovia Nakibuuka



*The UNICEF and UNFPA program to end female genital mutilation inflicted on girls is active in 14 other African countries in addition to Uganda. It is the world’s largest program with the goal of bringing an end to female genital mutilation. Since 2008, nearly 10,000 communities, in 15 countries, have announced that they will end “circumcision” of girls. In addition, UNICEF strives to end this practice in countries that are not covered by UNICEF’s programmatic work.*

*Nelia’s school receives financing from UNICEF’s Schools for Asia campaign. This campaign supports the education of the most disadvantaged children in 11 Asian countries. Our goal is to get all children to finish their studies and provide them with child-friendly school facilities and teaching methods. For example, Laos has announced that it will apply the child-friendly school model throughout its education system. In fall 2013, UNICEF Finland raised almost EUR 614,000 for the campaign via UNICEF Walks at schools. Over EUR 553,000 was raised for the similar Schools for Africa campaign in the spring.*

© UNICEF 2013/Esko Suoranta



### Nelia and her friends have started getting a better education

Nelia is 13 years old and in the sixth grade at the Railaco village school, in East Timor.

She says that she has been learning better than previously, ever since her teachers took part in training arranged by UNICEF with the aim of learning child-friendly teaching methods.

In the past, teachers mainly talked and talked in front of the class. Now the students do lots of work in groups and pairs, and they can ask the teacher for assistance when they have a problem. The teachers do not tell them to simply listen anymore – instead, they encourage asking questions and discussing things.

Another element that makes learning easier is that some schoolbooks are now written in the children's mother tongue, Tetum. Previously, all teaching was carried out in Portuguese, which the children didn't learn until they reached school age.

Nelia wants to be a teacher when she grows up.



# HUMANITARIAN AID

**In 2013, UNICEF's largest targets for humanitarian aid were Syria and the Philippines. Finnish people donated generously in the wake of the crises in these countries.**

Humanitarian aid has been an important part of UNICEF's work ever since the end of the Second World War. That was the era in which UNICEF was established to help European children living in the midst of the ravages of war.

The international UNICEF organization today devotes about a third of its resources to humanitarian aid and is one of the biggest providers of aid to children suffering the effects of the world's crises. Because UNICEF has a permanent presence nearly everywhere, aid can be transferred quickly and reliably. Also, UNICEF plays a significant role in the coordination of humanitarian aid from other organizations and in operations that connect humanitarian aid to long-term development work.

In 2013, UNICEF helped children living in the midst of crises in more than 30 countries. The largest operation was related to the Syrian crisis. The violence, which erupted in March 2011, had driven over 6.5 million people from their homes by the end of 2013, and a full 5.5 million Syrian children needed help from UNICEF.

UNICEF Finland not only raises funds to help children living amid crises, it also helps the Finnish media to inform others about the conditions these children are forced to endure. In 2013, we arranged media trips to Lebanon to meet Syrian refugee children; to Mauritania, which was recovering from a food crisis; and to the UNICEF Supply Division in Copenhagen. Our press releases also received lots of publicity.

## **This is how the UNICEF humanitarian aid helps children:**

- Fresh water and proper hygiene for whole families
- Emergency food and nutrition supplements
- The chance to continue one's schooling
- The necessary vaccinations and medicines
- Protection from abuse







**This is how funds  
from Finnish donors  
were allocated to  
humanitarian aid:**

In total, UNICEF Finland raised EUR 1.6 million for humanitarian aid in 2013. Finnish people were asked for donations specifically to help people in Syria and the Philippines. We also offered the opportunity to make a donation to a humanitarian aid fund via which UNICEF helps children living in the midst of catastrophe, around the world.

Moreover, the Ministry for Foreign Affairs of Finland contributed EUR 8.5 million to UNICEF for humanitarian aid in South Sudan, the Democratic Republic of the Congo, Mali, Pakistan, Chad, and Syria.

*You can make a donation to our humanitarian aid fund at [www.unicef.fi/lahjoita-hataapuun](http://www.unicef.fi/lahjoita-hataapuun) (in Finnish).*

*UNICEF's child-friendly centers are a safe haven for those in the middle of a crisis. Here, a girl is blowing soap bubbles in front of a child-friendly center in Tacloban, Philippines, in February 2013, three months after typhoon Haiyan.*



*This warehouse is part of UNICEF's Supply Division, which also purchases and delivers the supplies and services needed in long-term work for the world's children. The overall value of the annual procurements is about EUR 2 billion.*





## AN IMPRESSIVE WAREHOUSE

This warehouse makes quite an impression – UNICEF's central warehouse in Copenhagen is the largest humanitarian aid warehouse in the world. The fully automated hall has the area of three football fields, and it is 24 meters high. There are 320 employees, who represent 70 nationalities.

This is the place from which the urgently needed humanitarian aid supplies are delivered when a crisis hits almost anywhere in the world. In November, UNICEF Finland visited the warehouse when typhoon Haiyan had just swept over the Philippines. About six million children needed support from UNICEF in the following months.

"The first relief flight departed from Copenhagen less than a day after we had received information on the disaster and the children's needs from the office for the Philippines," said Robert Bell, who has a long career behind him in warehouse logistics.

The delivery of humanitarian aid supplies is very systematic. One of the first issues to work out is the availability of any donated cargo-plane facilities. For example, Air Asia and Emirates donated several flights right away in order to fly the humanitarian aid supplies to the Philippines.

The first flights to disaster-stricken areas usually include humanitarian aid packages that contain for example antibiotics and other medicines, water purification tablets and water containers, soap, oral rehydration solutions, and hygiene supplies. Later flights transport tents, emergency food, and school supplies.

"We send supplies as ordered by our office for the relevant country. We must find a suitable route for the cargo to its destination, a place for unloading and warehousing the supplies, and a way of distributing them to those in need. For example, the cold-chain equipment must be in place and functioning all the way from the manufacturer's warehouse to the last point to which vaccines are carried by camel or bicycle," Bell says.

In addition to the main warehouse, UNICEF has smaller hubs: in the United Arab Emirates, located in Dubai; in Colón, Panama; and in Shanghai. The amount of humanitarian aid supplies stored in these warehouses is so large that they could cover the needs of 250,000 people for three weeks. The UNICEF country-specific offices in areas prone to natural disasters often have their own warehouses. For instance, UNICEF in the Philippines has enough humanitarian aid supplies for 10,000 families.





*Children in the city of Tacloban on November 10, 2013, two days after the city was devastated by typhoon Haiyan.*



*UNICEF aid arrives in Tacloban. Here, water buckets are being unloaded from a truck.*







## Cherlyn gets fresh water

Cherlyn, from the Philippines, is smiling in December 2013: UNICEF has just delivered a water tank and a faucet for her street. Her mother no longer has to undertake a three-hour walk to get water from the other side of the hill.

Other supplies that the family received from UNICEF include a hygiene package with soap, water purification tablets, and a blue bucket for storing water. In addition, some hygienic squat toilets were built in the neighborhood. Such aid is important because the typhoon destroyed almost every home. Cherlyn's family lives in a hut that her father quickly rigged up.

When she is grown up, Cherlyn says, she wants a job in which she can help people. She is going to be a nurse.

"I wish I could go back to school soon," she says.

*Almost a million victims of typhoon Haiyan got fresh water and hygiene supplies via UNICEF support in 2013. Thanks to its supporters, UNICEF was able to bring enough school supplies and school tents for 430,000 children in the Philippines to go to school when the new term started in early January 2014.*

*Cherlyn next to the water faucet installed by UNICEF in Rawis, on the bay of Tacloban, in December 2013.*



© UNICEF 2013/Martti Penttilä



*The Extension Scouting program shone on Universal Children's Day. It was granted the UNICEF Child Rights Advocate award, and Parliament invited the members to hoist the flag in the morning.*

## DOMESTIC OPERATIONS

**UNICEF Finland carries out advocacy and communication work so that the law, our procedures, and public funds can be put to the best possible use in children's interests. We also implement pilot projects for the purpose of creating models of operation that promote children's rights.**

When Finnish children needed help in 1947–1951, UNICEF delivered it to them. Once our country became wealthier, the organization ended its material aid to Finland, but UNICEF still plays an important role in championing children's rights in Finland – UNICEF Finland fulfils the obligation that the UN Convention on the Rights of the Child has set for UNICEF: to evaluate and promote the implementation of the UN Convention on the Rights of the Child everywhere in the world.

The greatest challenges to the realization of children's rights in Finland involve participation and equality. Participation refers to the right of a child to receive information in an understandable manner and to influence matters pertaining to his or her life. Equality means that every child has the same rights to grow and develop in a safe environment that values the child.

In 2013, UNICEF Finland was tackling these challenges in particular by promoting the rights of children with disabilities and developing the Child-Friendly Municipality concept and the UNICEF school network. The Children's Rights Put into Action! project and the Roma School Visits project were used to develop models of operation that promote children's rights.





Lapsiystävällinen kunta

## CONGRATULATIONS, HÄMEENLINNA!

History was made in December 2013 when the City of Hämeenlinna became the first municipality in Finland to be awarded the designation Child-Friendly Municipality.

The Child-Friendly Municipality operations model was launched at the same time. That model is based on the international example that UNICEF has been realizing since 1996. The Finnish model was developed in collaboration with the City of Hämeenlinna in 2012–2013.

The purpose of the model is to encourage municipalities to shift their operations in a more child-friendly direction. Child-friendly actions include evaluation of the impact of decision-making on children and listening to children and young people.

A municipality can be awarded Child-Friendly Municipality recognition by UNICEF Finland after having implemented the model and used it successfully for two years. The designation is valid for two years.

At the beginning of 2014, three new municipalities started to deploy the model: Lahti, Raasepori, and Rovaniemi. The model should be available to all municipalities in 2015.



## EVERYONE HAS THE RIGHT TO BE INVOLVED

Everyday challenges faced by children with disabilities are a clear example proving that equality is not fully realized in Finland.

We presented these challenges when publishing the UNICEF international Annual Report in May. On Universal Children's Day, in November, we started the *Mukana* campaign, the theme of which was children's right to meaningful leisure time.

Children and young people consider friendships and meaningful leisure time to be amongst the most important elements of a good life. However, there are many activities in which children with disabilities cannot participate at all. The campaign, which ended in April 2014, challenged those actors who organize hobby and leisure activities to arrange activities that are fully accessible to all.

The campaign also included a series of video spots presented on television and in social media designed to encourage the general public to see children in terms of their capabilities instead of their disabilities.

The annual Child Rights Advocate award was granted to an organization that promotes accessible leisure time: the Guides and Scouts of Finland's Extension Scouting.

*Additional information on the campaign is available in Finnish at [www.unicef.fi/mukana](http://www.unicef.fi/mukana).*

## This is how the domestic program work was financed:

Six percent of the funds raised in 2013 were used to promote children's rights in Finland. Some of these funds were received in the form of separate financing from the Ministry of Education and Culture. The ministry's financing can be broken down as follows: EUR 30,000 for Child-Friendly Municipality, EUR 100,000 for the Child Rights Put into Action! project, and EUR 26,000 for the Roma School Visits project.



# HOW THE FUNDS WERE RAISED

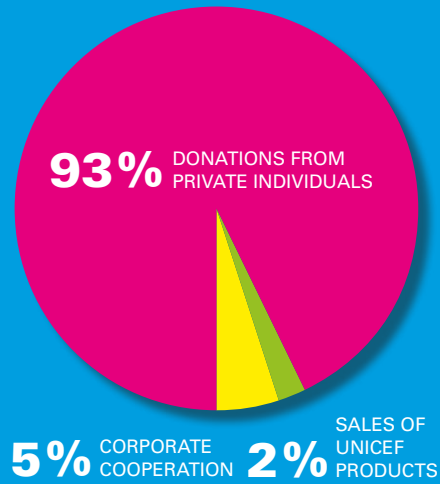
*Superwomen from corporate partner H&M celebrated the Thirst campaign's excellent fundraising result for UNICEF in June 2013. All H&M stores in Finland took part in the campaign, which raised, in total, EUR 37,700 for Syrian children.*







## FUNDRAISING



In addition, the Ministry for Foreign Affairs and the Ministry of Education and Culture supported domestic work with EUR 310,000.

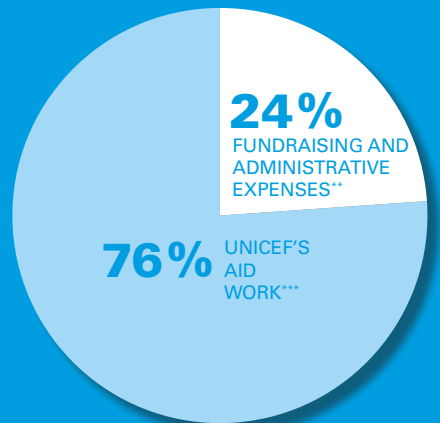
UNICEF Finland's operations are funded by voluntary donations. We are one of the leading fundraising organizations in Finland.

In 2013, the organization raised

# EUR 19,4 million

Finnish people are among the most enthusiastic UNICEF donors in the world. Heartfelt thanks – you have contributed to permanent changes for children all over the world.

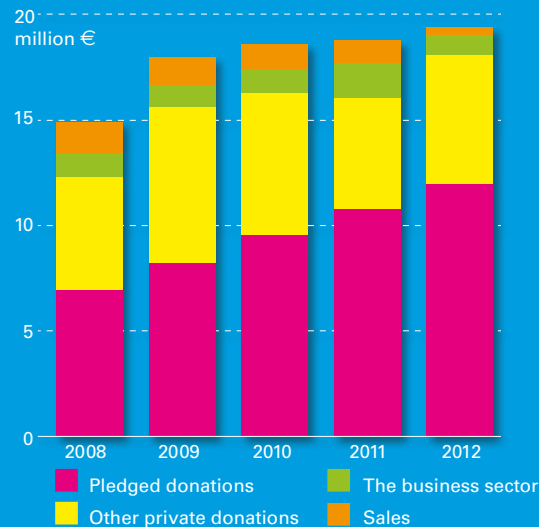
## BREAKDOWN OF EXPENSES



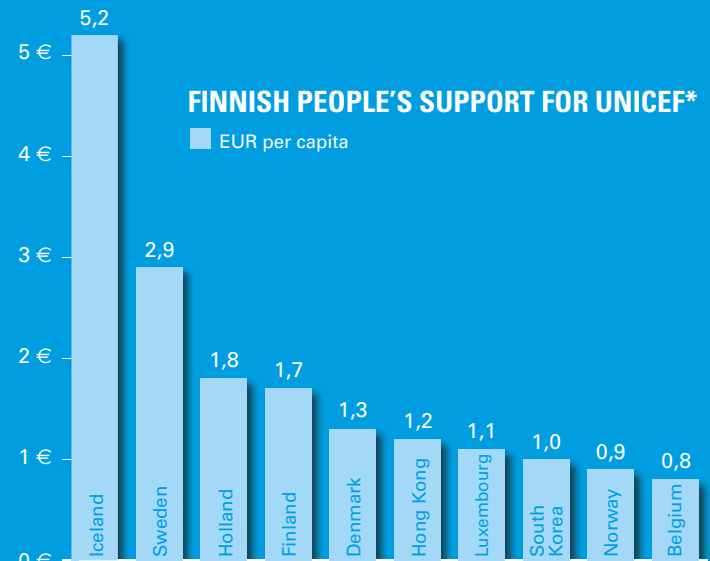
\*\* Including fundraising expenses (13% of all expenses).

\*\*\* Of this, 6% was used for domestic program work.

## DEVELOPMENT OF FUNDRAISING



## FINNISH PEOPLE'S SUPPORT FOR UNICEF\*



\* Funds raised by UNICEF's National Committees from private individuals and companies. The figure does not include direct government support to UNICEF.





*Children on their way  
to a school built by UNICEF.  
These children avoided  
the violence in Mali by escaping  
to the Abala refugee camp.*





© UNICEF 2013/Martti Penttilä



© UNICEF 2013/Petteri Numminen

## PLEDGE DONATIONS

**At the end of 2013, UNICEF Finland had a total of 82,000 pledge donors. Pledges are invaluable for the continuation of UNICEF's long-term development work.**

Automatically debited periodic donations based on a pledge are the easiest and the most cost-efficient way to make a donation for UNICEF's work. The funds are allocated to UNICEF Regular Resources, which are used to fund long-term development programs (see page 12). The *UNICEF Info* magazine, delivered to the donor's home address four times a year, provides information on all the good that comes from donations.

New pledges come about especially through face-to-face marketing. Another important recruitment method in Finland was UNICEF-themed episodes of the popular TV shows *Putous* and *Dancing with the Stars*, prepared in collaboration with MTV3. It is easy to become a pledge donor via the Internet.

The number of people making a pledge donation increased significantly in 2013, reaching 82,000 by the end of the year. This number is especially high when viewed in relation to the population of Finland: nearly 1.5% of people in Finland are UNICEF pledge donors. Warm thanks to all new and old pledge donors alike!

*You can support the long-term work of UNICEF by becoming a pledge donor at [www.unicef.fi/kuukausilahjoitus](http://www.unicef.fi/kuukausilahjoitus) (in Finnish).*

*Girls in the Bhola region of southwest Bangladesh in March 2013. Ever since 1952, UNICEF has operated in Bangladesh, and millions of children in Bangladesh have received help from UNICEF's health, water, education, and protection programs.*





© UNICEF 2013/Jasna Mieskoski

## Siiri has the best job in the world

Siiri Lindblad has been a UNICEF face-to-face marketer since fall 2009.

“This is the best job in the world. It’s great to work for an important cause like this with a motivated team in which everybody is helping children big-heartedly,” says Siiri, who works as a face-to-face marketer in Turku.

Siiri is a team leader. In addition to face-to-face work, she organizes work shifts for the whole 12-member team in Turku, keeps in contact with the UNICEF office in Helsinki, and supports her workmates.

She says, “I’m kind of an encourager. This is target-oriented work and requires solid expertise. That is why it’s important that the team leader regularly takes time to sit down with every member of the team. Together we analyze the results and think about the prospects for development.”

The face-to-face marketers work on the streets and also door-to-door. Only the biggest cities have their own teams, but the face-to-face marketers visit smaller cities regularly.

Siiri estimates that she has recruited over a thousand Finns to make pledges to help the world’s children. Are people more willing to donate in certain parts of Finland? And is it worth approaching people with certain looks or of a certain age? “No. There are people everywhere willing to help, no matter what they look like or how old they are,” she replies.

*In the summertime, there are about 85 and in other times about 40 people doing face-to-face marketing on the streets and on doorsteps for UNICEF Finland. Most of them do this work in parallel with their studies. Every face-to-face marketer works at least three shifts per week, and a shift lasts 4–6 hours. In 2013, about 55% of new pledge donations were obtained through face-to-face marketing.*



# ONE-OFF DONATIONS

UNICEF's work is supported also with one-off donations. In 2013, the number of these individual donations was about a third higher than in the previous year, because Finns were eager to help victims of the devastating typhoon in the Philippines.

It is only through its donors that UNICEF can work for the benefit of children. It is important for us that everyone find a meaningful way to participate. This is why there are so many ways to donate.

Significant methods of soliciting one-off donations include letters of appeal sent to our supporters and school campaigns, comprising *UNICEF Walk* and *One-Day Work* events. In 2013, about a thousand schools – a third of all the primary schools and upper secondary schools in Finland – participated in the school campaigns. The funds were allocated to the Schools for Asia and the Schools for Africa programs (see pages 16–17).

Situations involving a need for humanitarian aid have a significant influence on the number of single donations. In 2013, UNICEF Finland had an ongoing humanitarian aid campaign active for Syria. Moreover, the annual Thirst campaign was used to collect donations for Syrian children, at restaurants and H&M stores but also via solicitation by volunteers. In total, EUR 380,000 was raised for humanitarian aid in Syria.

For the typhoon victims in the Philippines, we arranged a collection immediately after the natural disaster struck (see pages 20–23). Finnish people responded to the emergency promptly, and the collection efforts yielded EUR 1,082,000 by the end of the year.

The world's children were also supported with bequests and large donations and through purchases of UNICEF gifts. Moreover, funds were raised through a campaign for donations linked to birthdays or other special occasions, by means of the *Nenäpäivä* campaign arranged by the Ylen Hyvä Foundation and nine other organizations, along with the UNICEF raffle that was organized in collaboration with Tavara-arpa.





*A collection by the Helsinki volunteer group for aid in the Philippines on Senate Square in November 2013.*



© UNICEF 2013/Teemu Silván



© UNICEF 2013/Patrik Lindström

*The UNICEF Walk at Kartanonkoski School in Vantaa.*

*A girl who fled Syria drinks fresh water delivered by UNICEF at Iraq's Domiz refugee camp in May 2013.*



© UNICEF Sverige 2013

## Santa Claus "does" poor countries too

In 2013, UNICEF Finland redesigned its Inspired Gift package, and the name of the Soft Package was changed to UNICEF Gift.

The total number of Gift options is now 23, from a football costing five euros to a water pump at 392 euros. The giver chooses the product and the card, in which he or she can tell the recipient about the gift. The actual gift – the product that was purchased – is delivered by UNICEF directly to the children in the place where it is most urgently needed.

The UNICEF Gift program was marketed before Christmas with a TV commercial in which Santa Claus said that he does not "do" poor countries. This indifferent Santa caused some controversy and even anger, but the commercial got Finnish people thinking about the world's children more than in previous years. Children in poor countries got twice as much help via the UNICEF Gift choice as they had the previous year via the Soft Package.

*A UNICEF Gift item can be purchased at [www.uniceflahja.fi](http://www.uniceflahja.fi).*

# COOPERATION WITH THE BUSINESS WORLD

**At its best, cooperation between UNICEF and the business world involves much more than just donating. In 2013, we continued to introduce the Children's Rights and Business Principles to the business world.**

Cooperation that benefits children helps to build educated and stable societies, which are vital for a sustainable business environment. Our long-term corporate partnerships are built on this idea. We organized a series of workshops on the Children's Rights and Business Principles for our partners and other large Finnish companies.

In addition to deep partnerships, companies support the work for children via individual donations, manufacturing of licensed products, pledge donations, humanitarian aid donations, and in-kind and *pro bono* work. In 2013, we began cooperation with Globe Hope Oy and Verkkokauppa.com Oy.

In 2013, UNICEF Finland's most significant corporate partners were Deloitte Oy, the Eva Ahlström Foundation, Finnair Oy, Hannes Snellman Attorneys Ltd, Hennes & Mauritz Oy, IKEA Oy, Lindström Oy, MTV Corporation, Nokia Corporation, Verkkokauppa.com Oy, Paletti Oy, and Amway Scandinavia. In addition, Ruokakesko Oy participated in the UNICEF and Procter & Gamble cooperative campaign.

Corporate fundraising generated EUR 920,000, in all, and licensing brought in EUR 118,000. Companies responded to the appeal for humanitarian aid for the Philippines to the tune of EUR 145,000.

*Additional information on corporate partnerships and cooperation can be found at [www.unicef.fi/yritykset](http://www.unicef.fi/yritykset) (in Finnish).*







© UNICEF 2013/Martti Penttilä



### Cooperation with MTV3

In-kind cooperation connects the core expertise of a company and UNICEF's requirements in the best possible way. MTV Oy has supported UNICEF's fundraising for many years by offering free broadcasting time. The cooperation started in 2008, and UNICEF-oriented episodes of the popular TV shows Putous and Dancing with the Stars were broadcast at the end of the programs' season in 2012 and 2013. Over 8,000 viewers came on board to become UNICEF pledge donors thanks to the broadcasting time donated by MTV3 in 2013.

*Reporter Sari Helin went to Mauritania to familiarize herself with UNICEF's work against tetanus. The project is financed by Pampers, among others.*



# VOLUNTEERS

**Volunteer work has been an important part of UNICEF Finland's operations ever since the organization was established. Winds of change blew through volunteers' work in 2013.**


There are more than 40 local UNICEF groups in Finland, with nearly 2,000 UNICEF volunteers. These volunteer groups work for children in various ways.

They take UNICEF's message to their local communities and raise funds for UNICEF work. In 2013, they raised, in total, EUR 600,000 for the world's children. In particular, these funds were raised via collection boxes during the Thirst campaign and in connection with fundraising for humanitarian aid. The volunteers also sold UNICEF products and made Anna and Toivo dolls. Various local campaigns and events organized by volunteers brought further visibility and funds to children.

Traditionally, one of the main tasks for the volunteers has been the sale of international UNICEF products and cards. In recent years, costs of sales had increased so much that the international products were abandoned. Finnish support products manufactured by Globe Hope for UNICEF and Finnish cards from Paletti were procured for voluntary sales. On account of these changes, the profitability of the Christmas sales has increased significantly.

In addition to sales, 2013 was a year of development for our volunteer work in general. The volunteers and UNICEF Finland's personnel gathered to consider the nature of UNICEF Finland's volunteering, ways of developing volunteer work, and possible new operations to be covered by UNICEF's voluntary work. Work to develop volunteers' communications further was planned, and, as the first step, the look of the volunteers' *Bulletin Board* magazine was modernized. It was also decided to create a steering group for volunteers.

*Become a UNICEF volunteer – you can find contact information for your nearest local group at [www.unicef.fi/ryhmat](http://www.unicef.fi/ryhmat).*



*Ethiopian boys playing  
near the Kitmbile health  
center supported by  
UNICEF in the state of  
Oromia in August 2013.*













# GOODWILL AMBASSADORS

**UNICEF Finland's first Goodwill Ambassadors were appointed 27 years ago. Today, 13 dedicated Goodwill Ambassadors promote the cause of the world's children.**

The Goodwill Ambassadors give voice to those millions of children whose rights are not yet realized. They also reach communities that cannot be reached in any other way.

A Goodwill Ambassador should be someone committed to his or her task for a long time. A 20-year-journey for children by four of these ambassadors – Anna Hanski, Iiro Rantala, Jorma Uotinen, and Eija Vilpas – was celebrated in 2013. Our Goodwill Ambassadors' international colleagues include, among others, Mia Farrow, Katy Perry, Sir Roger Moore, and Leo Messi.

UNICEF Finland's Goodwill Ambassadors, in order of appointment:

- Eija Ahvo, actress and singer (1986)
- Susanna Haavisto, actress and singer (1986)
- Katri-Helena Kalaoja, singer (1990)
- Anna Hanski, singer (1993)
- Iiro Rantala, pianist (1993)
- Jorma Uotinen, dancer (1993)
- Eija Vilpas, actress (1993)
- Juha Laukkanen, puppeteer (1994)
- Micke Rejström, actor and juggler (1996)
- Eppu Nuotio, actress and author (2002)
- Jyrki Linnankivi, musician (2005)
- Axl Smith, presenter and musician (2006)
- Iina Kuustonen, actress (2012)



*Anna Hanski is recognized for her long career as a Goodwill Ambassador.*

*On the left:  
Axl Smith is a patron for  
UNICEF Walks at schools.*

*The picture was taken  
at the Kartanonkoski UNICEF  
school in Vantaa.*





*Viewers of the UNICEF episode of the TV show Putous in 2013 were able to learn about the everyday life of families from the Mozambique countryside alongside Iina Kuustonen. Here she is in Changara, Tete province.*

© UNICEF 2012/Caroline Bach







*UNICEF Finland's Goodwill Ambassador musician Jyrki Linnankivi (Jyrki69) visited Nicaragua at the invitation of the UNICEF Nicaragua office in January 2013. He is a spokesperson for the UNICEF campaign to reduce domestic violence, child sexual abuse, and trafficking of children in Nicaragua.*

## Jyrki heard many sad stories in Nicaragua

It is morning in Granada, the fifth largest city in Nicaragua. The clock on the wall of a small room is ticking.

The plan is to talk about difficult issues here. After the photo was taken, five people remain in the room: three girls who have been through a lot, a UNICEF child-welfare expert, and Jyrki.

Jyrki is here because his task will be to talk to audiences closer to home about challenges faced by Nicaraguan children. To be able to talk, he must understand.

That is why the girls have agreed to tell their stories. This is one of them:

Maria (not her real name) is 15 years old. Her life is a mess.

Her stepfather abused her when she was a little girl. Later, her mother left for Managua, the capital of Nicaragua, to work as a domestic helper, leaving Maria and her little brother at home alone in the small-town slum. The children lived alone in a hut made of metal sheeting.

When Maria was 13, she met an American man who lured her into a sexual relationship. The relationship was soon against her will.

Later, Maria learned that photos the man had taken of her were displayed on Facebook and on a porn site on the Internet. She turned to the police.

The man was sentenced to imprisonment. Maria was just one of his dozens of victims.

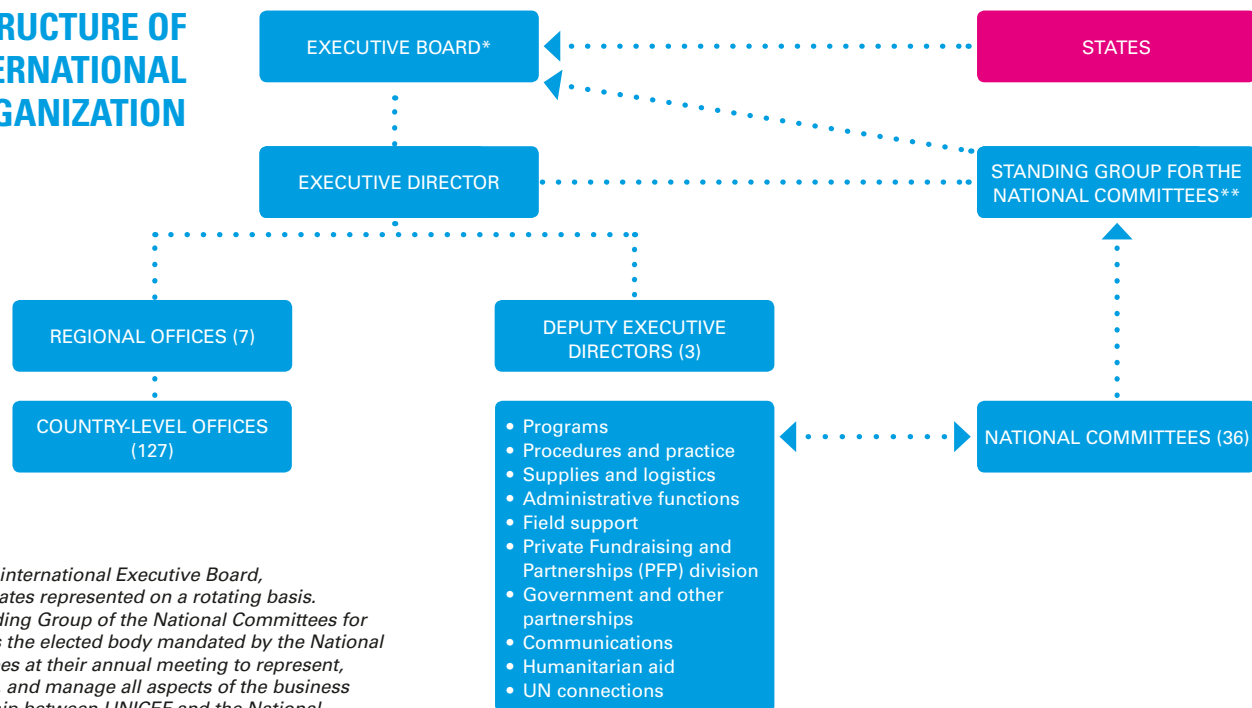
For a long time, Maria did not know what to do with her life. She has not yet completed her primary-school studies.

Now it seems that she has found a solution. Maria found a women's recovery home supported by UNICEF in Granada. There she gets psychological support and has an opportunity to train as a hairdresser.



*Hawa Traoré, who lives in the city of Mopti, Mali, has just received training in providing crisis support for children who have fled the war. She is holding her son Issa.*

## THE STRUCTURE OF THE INTERNATIONAL UNICEF ORGANIZATION



\* UNICEF's international Executive Board, with 36 states represented on a rotating basis.

\*\* The Standing Group of the National Committees for UNICEF is the elected body mandated by the National Committees at their annual meeting to represent, negotiate, and manage all aspects of the business relationship between UNICEF and the National Committees.

UNICEF is a UN fund the work of which is governed by the Executive Board, a 36-member body composed of governments' representatives who serve on a rotating basis by country. The chairmanship is held for one year and rotates among groups of countries.

New York City is home to UNICEF headquarters, which provides management and administration services to seven regional offices and 127 national offices. The regional offices guide the work of the country-level offices.

In industrialized countries, UNICEF is supported by 36 National Committees, with UNICEF Finland being one of these committees. The work of the committees is guided and supported by the Private Fundraising and Partnerships (PFP) unit, which operates from Geneva.





© UNICEF/NYHQ2013-0294/Zoran Jovanovic M. Mark

*Jarmo Viinanen, Ambassador to the UN, played basketball with children when familiarizing himself with the UNICEF work in Serbia in April 2013.*

## A WORD FROM THE CHAIRMAN OF THE EXECUTIVE BOARD

In 2013, Finland chaired the UNICEF Board for the first time. As the Finnish Ambassador to the UN, I was responsible for the concrete fulfillment of this task. The year was rewarding, interesting, and a busy one. I became even more convinced of the importance of the work for children.

The year was especially rewarding for me because I was able to work with UNICEF professionals who are committed to acting in the best interests of the world's children. It was great to see the magnificent work that UNICEF people do even though it is difficult and very demanding. The same kind of commitment prevailed with the Board, whose members had the patience to put aside their everyday political disagreements and give priority to children's interests.

The year was particularly interesting because I could familiarize myself more with UNICEF operations both at headquarters and in the field. In Botswana and Serbia, I noticed once again that, although different countries face different challenges, children are children and have a lot in common – no matter where they grow up.

And, of course, the year was full of work. There were significant issues on the Board's agenda, such as the strategy of the whole organization and the budget for 2014–2017. Preparations for the Board meetings and holding unofficial consultations took lots of time.

The results of the work by UNICEF and other organizations working for children can often be easily noticed, but, above all, the impact of the work reaches far into the future. It is about building a better future in a concrete way. Thanks to all those who are participating in this valuable work!

Jarmo Viinanen, Ambassador to the UN

# THE BOARD OF DIRECTORS' ANNUAL REPORT AND FINANCIAL STATEMENTS 2013

*Preschool pupils in  
the Chittagong Hill Tracts  
region of Bangladesh.*







# THE BOARD OF DIRECTORS' ANNUAL REPORT AND FINANCIAL STATEMENTS 2013

## FINANCIAL DEVELOPMENT

The organization's total income in 2013 was EUR 20 million, which is 4.4% more than in the previous year (EUR 19.1 million). The amount of emergency aid has a material impact on the annual variation of the total income. In 2013, emergency aid accounted for 8% (EUR 1.6 million) of the total income, compared with 4.3% (EUR 0.8 million) in 2012.

Direct fundraising accounted for 95.2% of total income in 2013 (91.5%). The share of sales was 1.8% (5.5%). The strong decrease in sales revenue was due to the termination of international UNICEF product sales. The share of the Government appropriations and other grants in support of communication and advocacy increased compared with the previous year, to 2.3% of total income (1.9%).

Contributions to UNICEF were EUR 13.5 million, which is 3% more than in the corresponding period the year before (EUR 13.1 million). The increase was due to the emergency aid collections that took place.

The allocation of contributions was as follows: 71% (2012: 69%) was allocated to Regular Resources, 12% (2012: 19%) to Other Resources in support of projects funded by UNICEF Finland, and 17% (2012: 12%) to international thematic programs. The allocation to emergency aid was 9.8% of the contributions (2012: 4.3%).

Contributions to UNICEF Finland's own programs included a new project in Young Child Survival and Development in Kenya.

## FUNDRAISING

The fundraising organizational structure was changed in early 2013. A new customer register was implemented in the fall as planned.

Income from the monthly pledge program increased, as targeted, to EUR 11.95 million. The number of monthly pledge donors was 82,000 at year-end. Income from the program accounts for 62% of total fundraising income.

Termination of the national direct debit system and the consequential conversion of the method of payment from direct debit to e-invoicing or direct payment significantly complicated the donation procedure. It was also a laborious and critical project for the fundraising organization. During this conversion, we lost about 1% of all customers. Moreover, results from the new acquisition were reduced and bank costs were increased due to the complexity of the new payment method.

New monthly donors were acquired via street and door-to-door marketing, and through the special UNICEF episodes of *Putous* and *Dancing with the Stars* TV shows on MTV3. New donors also joined, inspired by the online marketing and DRTV spots.

Income from one-off donations increased by 31%. The increase in donations was particularly based on the successful emergency aid fundraising for the Philippines, while income from traditional letters of appeal remained unchanged.

1,000 schools participated in the schools campaign. The income was slightly below the budgeted level mainly because people's interest in the One-Day-Work for UNICEF was low. The contents and material of the campaign were renewed to match the next two-year fundraising project in support of Schools for Asia campaign.

Income from UNICEF Inspired Gifts doubled due to the intensive marketing, including the eye-catching Santa Claus video.

Income from the legacy program and major donations were below the budgeted level. Both are targets for development within UNICEF and some additional resources were allocated to them in the Work plan for the current year.

The UNICEF raffle was organized in cooperation with Tavara-arpa.

The result of the Thirst campaign was below the budgeted level, except for the street collection. New elements having been tested included the mobile lots based on text message payment and visibility on television. We also created the "own collections" network tool.

In collaboration with the Finnish Red Cross, Finn Church Aid, and YLE, we were involved in the preparation of the concert which raised funds for the major emergencies response. The cooperation between the Ylen Hyvä Foundation, which consists of nine organizations, resulted in the production of the *Nenäpäivä* Show, which was a success. We also actively participated in the public discussion on the changes to the Money Collection Act, which was in preparation.

## CORPORATE PARTNERSHIPS

At the beginning of 2013, we lost a global partnership, which set a very challenging starting point for the corporate cooperation. During 2013, we entered into one new partnership agreement - with Verkkokauppa.com, the second largest reseller of consumer electronics in Finland. UNICEF Finland's Product Strategy was completed and, in connection with it, we cooperated with Globe Hope. Globe Hope produced UNICEF products for UNICEF and they were sold via the voluntary network. We continued to deepen and support our existing partnerships.



The Christmas campaign, which was targeting small and medium-sized businesses, was quickly tailored to support the emergency aid collection after typhoon Haiyan had stricken the Philippines. This proved to be the right decision and way over 500 companies participated in the Christmas campaigns.

Due to the financially challenging and competitive situation, we had to amend our income target. Along with this, the size of our corporate team was reduced. In addition, one person was relocated to other tasks within our organization at the turn of the year.

We strengthened the awareness of children's rights among Finnish companies in autumn 2013 by organizing a series of three-day workshops on Children's Rights and Business Principles.

## ADVOCACY WORK

The crucial task of the advocacy operations was to strengthen the foundation of children's rights in society by seeking permanent and structural changes. The improvement of children's rights in Finland was focused on increasing disabled children's participation in hobbies and leisure activities, development of the UNICEF school network concept, and the development and launch of the Child-Friendly Municipality concept.

The work on promoting children's rights in developing countries was focused on training programs on the application of human rights-based approach to programming for organizations and authorities as well as creating a multifaceted innovation partnership with Aalto University.

### Domestic advocacy

The core of our domestic advocacy operations was the improvement of equality and participation.

25 schools were chosen for the renewed UNICEF school network concept. The purpose of the concept was to promote the realization of children's rights in the school world. In the *Child Rights Put into Action!*

project financed by the Ministry of Education and Culture, we took part in the development of participatory child rights educational model for educators. We also took part in producing the National Report on Human Rights Education and influenced the reform of the main principles of the basic education curriculum.

The Child-Friendly Municipality initiative was completed and the pilot city of Hämeenlinna was granted the Child-Friendly Municipality acknowledgement, the first in Finland. During the past year, municipalities that would be involved in the project during the following year, were charted.

The work that promoted equality concentrated on the rights of Roma and disabled children. In total, 7,884 pupils and students and 579 adults visited the two-year Roma school visiting project, financed by the Ministry of Education and Culture. Focused on the rights of children with disabilities and started on the Universal Children's Day, the *Mukana* campaign was used to promote disabled children's opportunities to participate in hobbies and leisure activities.

We cooperated intensively with various stakeholders, including the Advisory Board on the Rights of the Child that supports the Ombudsman for Children, the Human Rights Centre's Human Rights Delegation and the Central Union for Child Welfare's work groups and advisory boards.

Domestic advocacy team produced six statements for various ministries and a joint anti-racist statement together with other organizations.

### Operations and goals of international advocacy

We organized a training course on the human rights-based program work for officials at the Ministry for Foreign Affairs and for organizations providing development cooperation, in order to improve the implementation of the human rights-based development policy. We developed a manual for the human rights-based program work with advisors from the Ministry for Foreign Affairs, with the help of fund-

ing that the Ministry granted to the development of education and communication.

The Ministry for Foreign Affairs granted full-scale financing for two projects. The innovative pilot project, conducted by Aalto University and UNICEF Finland in 2012, was developed in line with a multi-faceted human rights-based UNICEF-university-corporate partnership model that will be implemented in Uganda in 2014–2016. The goal of the project is to provide innovative and sustainable water and sanitation solutions in practice to improve the quality of life for children. Another funding was granted to the project planning, conducted in cooperation with the Niilo Mäki Institute and the University of Jyväskylä, related to the utilization of Grapho Game that supports children's ability to read.

We started the *Localise it!* student project with Aalto University's International Design and Business Management course for the academic year 2013–2014. The purpose of the project is to produce a methodology for the localization of innovations and products in various cultural contexts, such as in Uganda.

We took part in the development policy advocacy in cooperation with our partners via statements, lectures and networking and through the international Human Rights Advisory Board. Central themes during the past year included adherence to the 0.7% development aid goal, setting new targets for the Post-2015 Development Agenda, and the corporate responsibility issues.

The international advocacy team issued two statements to the Ministry of Foreign Affairs and a common statement with the UN organizations related to the government spending limits discussion.

With support from the Ministry of Foreign Affairs, we performed rights-based development education in schools in order to improve children's and teenagers' understanding of the influence of global phenomena on the realization of children's rights and the significance of development cooperation in problem-solving.

We constructed and brought our cooperation closer to the international UNICEF in many ways. Our crucial national authority partner was the Ministry for Foreign Affairs and its departments. We continued our role as a representative for child organizations on the Human Rights Advisory Board of the Ministry for Foreign Affairs and as members in the Service Centre for Development Cooperation (KEPA), the Finnish NGO Foundation for Human Rights (KIOS) and Fairtrade Finland.

## COMMUNICATIONS

In 2013, we achieved record levels of visibility in the media via our own communication operations, personal interviews, and successful field trips. We did not enter into any new strategic partnerships with the media.

Our visibility in various social media channels was clearly strengthened and the number of our followers increased significantly. For example, the number of our Facebook followers increased by over a third during 2013, reaching 18,954 at the end of the year. Our website at [unicef.fi](http://unicef.fi) had a quarter of a million visitors. The number of page hits and time spent on the site were clearly higher than those of 2012.

According to Gallup's international comparative study of industrialized countries, the UNICEF brand was the most positive and well-known in Finland. Here, 90% of people consider UNICEF operations valuable, whereas the corresponding figure globally is 66%.

Customer promise training programs were organized throughout the year. Personnel received training on the Committee's expenditure communication and the Management Team took part in crisis communication training.

The development of emergency aid communication was focused on the crisis in the Philippines.

Goodwill Ambassadors took part in various events and in making the UNICEF gift video material, for example. Jyrki Linnankivi visited Nicaragua in January, having been invited by UNICEF Country Office. In

November, Anna Hanski familiarized herself with the UNICEF central warehouse in Copenhagen. The ambassadors were given an opportunity to take part in training courses in the spring and the fall.

UNICEF Finland's Annual Report 2012 received an honorable mention in the "Avoin raportti" competition. At the award presentation ceremony, the Chairman of the jury said that the quality of the Annual Report was at the same level as those of the Stock Exchange listed companies.

Our cooperation with the advertising agency was terminated after one year. Development of the brand's visual appearance was postponed to a later date.

## VOLUNTARY WORK

The year 2013 was largely realized as planned. There were local groups in over forty localities and close to 2,000 volunteers took part in the operations. The volunteers implemented street collections, especially during the Thirst weeks and in connection with emergency aid fundraising. They also made Anna and Toivo dolls and organized various local campaigns and events.

Thanks to the development of the voluntary sales, profitability of the 2013 Christmas sales increased significantly.

The volunteers raised a total of EUR 600,000 of which sales accounted for 200,000.

The development work also resulted in the creation of a new concept of voluntarism, production of a development plan for the communication of voluntary operations, a new look for the volunteers' "Ilmoitustaulu" magazine, and creation of the volunteers' steering group. Personnel got involved in the development work via the development forum, among others, along with the volunteers.

## 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) has a Cooperation Agreement with the United Nations Children's Fund (UNICEF) which determines the principles 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 2013 was Mrs. Jenni Haukio.

## General Annual Meeting and membership

At the end of 2013, the number of members of the organization was 998 (having been 1,049 at the end of 2012). The Committee's priority 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 22. The Meeting adopted the Annual Report and Financial Statements for the previous year and discharged the Board from liability. The composition of the Board of Directors remained unchanged.

## 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, emergency response, and the use of funds therein, and oversees their implementation.

During the past fiscal year, the Board decided to create a Corporate Cooperation Steering Group, with the aim of creating a dialog around the realization of children's rights in business's operations and, at the same time, providing UNICEF with real-time information on the methods and challenges related to realization of the companies' social responsibilities. The Board decided on new non-thematic programs in Nepal, Kenya, and Uganda. The Board dealt with the effects of the termination of sales of UNICEF prod-



ucts and cards and discussed measures to replace the sales. During the fiscal year, the Board also reviewed the charting of risks and approved the new reserve fund and accounting principles. In May, the Board hosted the Annual Meeting of the UNICEF national committees in Helsinki.

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

The National Committee has a Board Nomination Committee, which compiles a proposal for the Board members and for the Chairman of the Board, when necessary, to the Annual Meeting of the National Committee.

On assignment from the Annual Meeting or from the Board, the Nomination Committee can also create a report on the realization of the good administration practice in the National Committee's operations.

The Chairman of the Board Nomination Committee interviewed the Board members related to the Board operations. This is why no separate self-assessment for the Board was conducted. The following self-assessment of the operations for the organization and the Board will be conducted during 2014.

### 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 the planning and development of the organization's activities and finances, maintaining communications and relations with the most important stakeholders, the 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. Marja-Riitta Ketola serves as the organization's Executive Director.

At the end of 2013, the organization employed 48 permanent and 14 fixed-term staff members. In addition, the organization employed 173 part-time workers engaged in face-to-face and telemarketing activities. The average number of staff was 82. The organization's personnel expenses totaled EUR 3.1 million, of which the share of wages and fees was 83%. The increase was 5% on the previous year.

### KEY EVENTS DURING THE FINANCIAL PERIOD AND CHANGES IN THE OPERATING ENVIRONMENT

During the fiscal year, the organization's customer system was renewed. The new customer system enables electronic invoicing according to the Single Euro Payments Area (SEPA). The system renovation has also required changes to the payment transactions and bookkeeping systems of financial management. The financial management practices were also renewed for the volunteers' operations by transferring the bookkeeping of the voluntary groups into part of the organization's financial management.

In early 2013, an organizational reform was implemented, with the goal of clarifying the management practices and supervisory tasks in order to realize business strategies. Along with the organizational reform, the personnel tasks and responsibilities were specified, the job descriptions were clarified and the nomenclature was harmonized.

The managerial training course, which had lasted for over a year, was continued in the early part of the year. It was extended through the managerial forums that focused on topical issues in supervisory work. Also, counselling commenced, as support for the daily supervisory work.

During the fiscal year, we took part in the Great Place to Work personnel survey for the second time. In the future, the development of occupational well-being will focus on the targets of development identified in the survey. The occupational health of our personnel was invested in by offering the necessary occupational health services. The main emphasis for occupational health continued to be preventive oper-

ations and work ergonomics. Our personnel's physical well-being and ability to work was promoted by offering the maximum number of exercise and culture vouchers allowed by the tax authority and by organizing common exercise activities and other personnel events.

### RESPONSIBILITY

2013 was UNICEF Finland's third year of cooperation with Green Office, so WWF performed an office inspection at our facilities. The purpose was to follow the compliance with the Green Office criteria and the implementation of the program in the office and work community. We received positive feedback, particularly on the maintenance of our own environmental program and our office's active Green Office work. The office inspection yielded good ideas for development. On the whole, we fully comply with the Green Office criteria and are allowed to continue using the Certificate.

With regard to the environmental indicators employed in our office, we have focused on reducing the consumption of paper and electricity, and emissions from air travel. We are currently using electricity that is 100% produced from renewable energy sources – water power and wind force – which do not produce carbon emissions according to the WWF's climate calculator. For printing, we are using a recycled FSC-marked paper with a minimum carbon footprint. Our paper and electricity consumption has steadily decreased over the course of the years. Paper consumption (ream per person) has decreased by about 17% and electricity consumption (kWh per person) by about 8.5% since 2012. The current carbon emissions created by our personnel result purely from air travel, showing a decrease of about 0.3% (CO<sub>2</sub>, tons per person) since 2012.

## Risk management

UNICEF Finland's risk management is governed by the Risk Management Principles approved by the Board of Directors. The Risk Management Principles describe the risk management policy and objectives, the risk management process, responsibilities, and reporting. The Management Team is responsible for the implementation of the risk management principles.

The organization applies a uniform risk assessment and reporting model. Risks are classified into strategic, operational, and financial risks. The order of priority of the risks is determined by way of determining the significance and probability of each risk and assessing the consequences of its potential realization.

## Significant risks and uncertainties

The most significant business risks identified include the electronic invoicing introduced in early 2014. Compared to direct debiting, electronic invoicing is a more complex method that requires more actions from both the customer and the invoicer. This increases costs and weakens the predictability of the income. The deterioration of the general financial situation makes the operational preconditions more difficult in the corporate sector in particular.

The highest identified risk for preserving the operational conditions is the risk to reputation caused by any unforeseeable external event. Identifying new donation methods and reacting to customers' changing needs also influence the operational conditions.

## EVENTS IN 2014 AND FUTURE OUTLOOK

The reform of the customer system in 2013 will enable better customer follow-up and improved customer services in the future. Development of the functionality of the system will also continue during 2014. The SEPA reform implemented by the banks replaced the national direct debit, after years of its smooth and cost-efficient operation, with electronic invoicing or direct payment. Although conversion of our existing customers succeeded perfectly, the reform sets new requirements on both customer acquisition and customer management. After a couple years, at the earliest, we will be able to more accurately estimate the real significance of the reform of our operations.

Year 2014, is the year of the 25th anniversary of the Convention on the Rights of the Child. This will be visible in our communications and the anniversary will be celebrated through our work. In our domestic activities, the Child-Friendly Municipality model will be transferred to the testing phase. The model will be

realized in three municipalities: Rovaniemi, Lahti, and Raasepori. Our goal is to develop the model so that it can be launched widely in 2015.

The start of the year showed more positive figures for corporate fundraising compared to the previous year. Cooperation with Moomin Characters provides not only a significant financial source for us but also visibility in Finland.

The most important internal activity for 2014 is the development of the new strategy for 2014–2017. Our goal is to make cooperation between different units closer and, with the strategy process, to ensure that units support each other through their work and that our goals are clear. We shall focus on the improvement of the profitability and effectiveness of our operations.

Our financial goals for 2014 are very ambitious. Their realization will demand success from all of our units.

## THE STRUCTURE OF UNICEF FINLAND ON DECEMBER 31, 2013



Management Team



## INCOME STATEMENT

	Realized 1.1.–31.12.2013	Realized 1.1.–31.12.2012
KEY OPERATIONS		
FUNDRAISING		
Product sales		
Return	351 279,89	1 050 724,98
Direct sales expenses	-7 501,84	-56 031,08
Product sales, total	343 778,05	994 693,90
Direct fundraising		
Private fundraising		
Return	17 681 782,32	15 408 105,91
Marketing support		43 656,96
Direct expenses	-2 314 413,64	-2 288 967,72
Indirect expenses	-1 495 721,00	-1 301 743,45
Private fundraising, total	13 915 304,64	11 817 394,74
Corporate fundraising		
Return	920 129,33	1 627 793,80
Direct expenses	-186 157,19	-123 200,08
Indirect expenses	-290 061,33	-226 599,72
Corporate fundraising, total	443 910,81	1 277 994,00
Voluntary operations		
Return	413 928,37	447 542,54
Direct expenses	-54 369,19	-47 161,52
Indirect expenses	-169 281,73	-169 281,45
Voluntary operations, total	190 277,45	231 099,57
Direct fundraising, total	14 549 492,90	13 326 488,31
FUNDRAISING, TOTAL INCOME	19 367 119,91	18 534 167,23
FUNDRAISING, NET INCOME	14 893 270,95	14 321 182,21

	Realized 1.1.–31.12.2013	Realized 1.1.–31.12.2012
CONTRIBUTIONS		
Product sales contributions	-343 778,05	-741 422,00
Direct fundraising contributions	-13 132 039,81	-12 336 824,00
CONTRIBUTIONS, TOTAL	-13 475 817,86	-13 078 246,00
COMMITTEE'S SHARE	1 417 453,09	1 242 936,21
DOMESTIC ACTIVITIES		
Advocacy and communications		
Appropriations for communications and project support	310 566,00	244 149,86
Costs of advocacy and communications	-262 011,15	-259 786,11
Indirect costs of advocacy and communications	-1 023 397,28	-849 901,59
Communications, total	-974 842,43	-865 537,84
COMMITTEE OPERATIONS		
Administration		
Personnel expenses	-3 321 006,01	-3 205 274,29
Depreciations	-89 248,67	-38 234,13
Other general administrative costs	-949 007,41	-805 822,28
General administration, total	-4 359 262,09	-4 049 330,70
Allocation of units	3 676 548,66	3 346 031,53
Unallocated administrative costs	-682 713,43	-703 299,17
Membership revenue		
Committee membership revenue	18 640,00	19 816,00
Committee membership expenses	-4 314,52	-3 427,14
Committee membership revenue, total	14 325,48	16 388,86
Cost surplus	-225 777,29	-309 511,94
Investment and financing activity	85 777,29	190 497,25
Public support	140 000,00	119 022,00
SURPLUS/DEFICIT FOR FINANCIAL PERIOD	0,00	7,03

## BALANCE SHEET

ASSETS	31.12.2013	31.12.2012
<b>FIXED ASSETS</b>		
Intangible assets		
Intangible rights	262 758,15	63 565,02
Tangible assets		
Machinery and equipment	19 770,96	23 698,89
Investments		
Other stocks and shares	8 333,33	8 333,33
<b>FIXED ASSETS</b>	<b>290 862,44</b>	<b>95 597,24</b>
<b>CURRENT ASSETS</b>		
Long-term receivables	180 000,00	270 000,00
Short-term receivables		
Sales receivables	2 341,00	280 236,26
Other receivables	2 878,36	2 811,00
Accrued income	711 542,39	979 784,37
Financial securities		
Other securities	0,00	9 700 000,00
Cash and cash receivables		
Cash and cash receivables	12 692 469,35	1 402 116,34
<b>CURRENT ASSETS</b>	<b>13 589 231,10</b>	<b>12 634 947,97</b>
<b>ASSETS</b>	<b>13 880 093,54</b>	<b>12 730 545,21</b>
<b>LIABILITIES</b>	<b>31.12.2013</b>	<b>31.12.2012</b>
<b>EQUITY</b>		
Other funds		
Reserve fund	1 276 736,83	1 276 736,83
Other funds	169 314,79	169 314,79
Retained surplus	748,96	741,93
Surplus from review period	0,00	7,03
<b>EQUITY</b>	<b>1 446 800,58</b>	<b>1 446 800,58</b>
<b>EXTERNAL LIABILITIES</b>		
Short-term		
Advanced payments received	0,00	43 656,96
Accounts payable	121 496,34	163 696,89
Debt to UNICEF	11 917 905,16	10 673 402,98
Other debts	48 115,71	46 044,03
Accrued expenses	345 775,75	356 943,77
<b>EXTERNAL LIABILITIES</b>	<b>12 433 292,96</b>	<b>11 283 744,63</b>
<b>LIABILITIES</b>	<b>13 880 093,54</b>	<b>12 730 545,21</b>

## NOTES TO THE FINAL STATEMENTS

### 1. ACCOUNTING PRINCIPLES

#### Pension costs

The retirement plans of the Committee members 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

The Committee has current assets.

#### Stocks and shares

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

#### Support funds

Communication and project support received from the Ministry for Foreign Affairs and the Ministry of Education and Culture is entered into the income statement under the item "Appropriations for communications and project support" under "Advocacy and communications".

The use of communication and project support is presented in Note 3.2 Appropriations for communications and project support.

The public support granted as state aid received from the Ministry for Foreign Affairs is entered under the "Committee activities" item in the income statement.

#### 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

The principal organization's cards and products was terminated in 2013. Differing from the previous years, product sales only include income generated from licensed products and campaign products. Due to the Committee's organizational change in 2013, the income from the school operations and Ylen Hyvä Foundation that were previously included under community fundraising income are now entered under private fundraising income. For other parts, income from the voluntary operations and community fundraising are congruent. The reference data has been changed accordingly.

#### Result for the financial period

The Committee does not accumulate capital and it 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 UNICEF

Contributions to UNICEF Regular Resources and thematic and non-thematic Other Resources are made in full from net income. The contribution from the result of the financial period is recorded 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

3.1 Total income and expenses	2013	2012
Total income		
Product sales	351 279,89	1 050 724,98
Direct fundraising	19 015 840,02	17 483 442,25
Committee activities	18 640,00	19 816,00
Appropriations for communications and project support	310 566,00	244 149,86
Public support	140 000,00	119 022,00
Support from UNICEF	43 656,96	0,00
Investment activity	85 777,29	190 497,25
Extraordinary items		
Income, total	19 965 760,16	19 107 652,34
	2013	2012
Total expenses		
Product sales	7 501,84	56 031,08
Direct fundraising	4 510 004,08	4 156 953,94
Contributions to UNICEF	13 475 817,86	13 078 246,00
Domestic activities	1 285 408,43	1 109 687,70
Committee activities	597 779,28	668 492,18
Depreciations	89 248,67	38 234,13
Expenses, total	19 965 760,16	19 107 645,03
Result for the financial period	0,00	7,31
Surplus/deficit for the financial period	0,00	7,31

### 3.2 Appropriations for communications and project support

Project and communication appropriations	Appropriation	Used 2013
Ministry for Foreign Affairs:		
- Appropriation for communication:		
Development communication and education	150 000,00	150 000,00
- Travel cost coverage for the Uganda project	4 566,00	4 566,00
Ministry of Education and Culture:		
- Children's Rights in Practice! project	100 000,00	100 000,00
- School Visits for Young Roma People project	26 000,00	26 000,00
- Child-Friendly Municipality project	30 000,00	30 000,00
Total	310 566,00	310 566,00

3.3 Investment and financing activity	2013	2012
Interest income	85 777,29	190 497,25

### 4. NOTES ON BALANCE SHEET'S ASSETS

4.1 Intangible assets	2013	2012
Net expenditure January 1	63 565,02	14 226,85
Increase	277 437,92	74 340,42
Deductions	0,00	0,00
Net expenditure December 31	341 002,94	88 567,27
Depreciations	-78 244,79	-25 002,25
Net expenditure after depreciations	262 758,15	63 565,02

4.2 Machinery and equipment	2013	2012
Net expenditure January 1	23 698,89	14 820,70

Increase	7 075,95	22 110,07
Deductions	0,00	0,00
Net expenditure December 31	30 774,84	36 930,77
Depreciations	-11 003,88	-13 231,88
Net expenditure after depreciations	19 770,96	23 698,89

4.3 Stocks and shares	2013	2012
Other stocks and shares 1.1	8 333,33	8 333,33
No changes 31.12.	8 333,33	8 333,33

4.4 Long-term receivables	2013	2012
Purchase money claim, shares in property at Perttulantie 6	180 000,00	270 000,00

4.5 Accrued income	2013	2012
Fundraising receivables	550 081,66	858 998,36
Receivables of general administration	161 460,73	120 786,01
Receivables, total	711 542,39	979 784,37

4.6 Other securities	2013	2012
Nordea money market deposit	0,00	1 300 000,00
Helsinki OP money market deposit	0,00	8 400 000,00
Sampo	0,00	
Money market deposits, total	0,00	9 700 000,00

### 5. DETAILS ON BALANCE SHEET LIABILITIES

5.1 Equity	2013	2012
Reserve fund 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.	741,93	739,26
Deduction/increase	7,03	2,67
31.12.	748,96	741,93
Surplus/deficit for financial period	0,00	7,03

5.2 External liabilities	2013	2012
Short-term		
Received advanced payments	0,00	43 656,96
Accounts payable	121 496,34	163 696,89
Debt to UNICEF 1.1.	10 673 402,98	11 296 060,56
Contributions during fiscal year	-10 201 975,49	-11 036 388,73
Increase from fiscal year	13 475 817,86	13 078 246,00
Advance contributions	-2 029 340,19	-2 664 514,85
Debt as of December 31	11 917 905,16	10 673 402,98

Accrued expenses		
Annual leave accrual	332 788,44	307 261,19
Other accrued expenses	12 987,31	49 682,58
Accrued expenses December 31	345 775,75	356 943,77

<b>6. LEASING COMMITMENTS</b>	<b>2013</b>	<b>2012</b>
Payable next year	44 897,26	36 790,92
Payable later	50 461,27	44 162,41
Leasing commitments, total	95 358,53	80 953,33

## 7. NOTES ON PERSONNEL

<b>Number of employees at year-end</b>	<b>2013</b>	<b>2012</b>
Permanent staff	57	47
Project and part-time staff	14	10
Total	71	57

<b>Itemization of personnel expenses</b>	<b>2013</b>	<b>2012</b>
Wages and salaries	2 549 017,16	2 413 337,68
Remuneration	24 397,64	8 875,00
Pension costs	342 721,40	444 742,99
Other statutory social security costs	178 138,92	93 769,80
Total	3 094 275,12	2 960 725,47

<b>Wages and salaries</b>	<b>2013</b>	<b>2012</b>
Wages and remuneration of Executive Director	79 500,00	80 825,76
Remuneration of Board members	0,00	0,00
Total	79 500,00	80 825,76

## 8. CONTRIBUTION INFORMATION

Pursuant to the Joint Strategic Planning Process concluded with the principal organization, the 2013 contribution percentage amounted to 70 percent of total income.  
The overall contribution percentage stood at 70%, as agreed.

### 8.1 Income and contributions from fundraising 2013 2012

<b>Product sales</b>		
Gross income from product sales	351 279,89	1 050 724,98
Share of fundraising	1,81 %	5,67 %
Change from previous year	-66,57 %	-8,87 %
Payment to UN Children's Fund	343 778,05	741 422,00

<b>Direct fundraising</b>		
Income from direct fundraising	19 015 840,02	17 483 442,25
Share of fundraising	98,19 %	94,33 %
Change from previous year	8,76 %	0,41 %
Contribution to UNICEF's Regular and Other Resources	13 132 039,81	12 336 824,00

<b>Fundraising, total</b>		
Gross income from fundraising	19 367 119,91	18 534 167,23
Change from previous year	4,49 %	-0,17 %
Total contribution	13 475 817,86	13 078 246,00
Change from previous year	3,04 %	-6,99 %

### Contribution targets 2013 2012

#### UNICEF Finland's own programs

Child Protection	150 000,00
Education	1 175 000,00
Child Rights	340 000,00

**UNICEF Finland's own programs, total** 1 665 000,00

Share of total contribution 12,36 %

#### International programs and emergency aid

International programs	147 234,53
Thematic Education	52 105,50
Thematic Child Protection	370 000,00
Humanitarian Aid	1 315 000,00
Children and AIDS	345 000,00

**Thematic programs, total** 2 229 340,03

Share of total contribution 16,54 %

**Own and thematic programs, total** 3 894 340,03 4 045 333,51

Share of total contribution 28,90 % 30,93 %

#### UNICEF's Regular Resources

##### Contributions to UNICEF Regular

**Resources total** 9 581 477,83 9 032 912,49

Portion of total contribution 71,10 % 69,07 %

**Total contribution in 2013** 13 475 817,86 13 078 246,00

Share of fundraising 69,6 % 70,6 %

#### Account books in use during fiscal period:

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

#### Receipt types in use during fiscal period:

Heading	Type	Filing format
Credit note	HL	Hard copy
Debit note	KL	Hard copy
Cash in hand	KA	Hard copy
Account sales	ML	Hard copy/electronic
Account sales/discount adjustment	MLA	Hard copy/electronic
Sales remittance	MS	Hard copy/electronic
Memo vouchers	MU	Hard copy
Purchase invoices	OL	Hard copy/electronic
Adjustment vouchers	OT	Hard copy
Wages and salaries	PA	Hard copy/electronic
Credit notes for Soft Packages	PH	Hard copy
Invoices for Soft Packages	PP	Hard copy
Bank receipts	PT	Electronic
Local groups	TR	Hard copy
Reference payments	VS	Electronic



## KEY INDICATORS

	2013		2012		2011	
	EUR M	%	EUR M	%	EUR M	%
Gross income from fundraising	19,4		18,5		18,6	
Fundraising expenses	2,6	13 %	2,5	13 %	1,7	9 %
General expenses	2,1	11 %	1,9	10 %	2,1	11 %
Domestic work	1,3	6 %	1,1	6 %	0,8	4 %
Contributions to UNICEF	13,5	70 %	13,1	71 %	14,1	76 %
Wages and remuneration for the period	2,6	13 %	2,4	13 %	2,2	12 %
Average number of personnel*	82		80		76	

### Calculation of key indicators

**Gross income from fundraising** = Total sales income + Community, private and corporate fundraising income

**Fundraising expenses** = Direct expenses of community, private and corporate fundraising + Marketing support

**Fundraising expenses, %** = Fundraising expenses/Gross fundraising income \* 100

**General expenses** = Administrative expenses + Membership expenses + Miscellaneous extraordinary expense items

**General expenses, %** = General expenses/Gross fundraising income \* 100

**Domestic work** = Advocacy and communication expenses

**Domestic work, %** = Domestic work expenses/Gross fundraising income \* 100

**Contribution** = Product sales contribution + Direct fundraising contribution

**Contribution, %** = Contribution/Gross fundraising income \* 100

**Wages and remuneration, %** = Wages and remuneration for the period/Gross fundraising income \* 100

\* ) Part-time employment relationships converted into full-time equivalent



## Auditor's Report (Translation)

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, 2013. 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 which may result in liability in damages towards the association or whether they have violated the Associations Act or the rules of the association.

### 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, 24 April 2014

  
Merja Lindh  
Authorised Public Accountant

  
Terja Artimo  
Authorised Public Accountant

*The spotlight of the international media shifted away from the food crisis in the Sahel region in 2013, but UNICEF continued its work there. This child was brought to a health center supported by UNICEF in Dadouar, Chad, for a malnutrition check in January 2013.*









**UNICEF FINLAND**

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