



ANNUAL REPORT 2014
UNICEF Finland

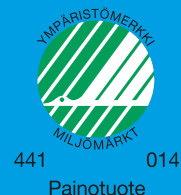
ANNUAL REPORT 2014

FINNISH NATIONAL COMMITTEE FOR UNICEF

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UNICEF IN FINLAND

Finnish National Committee for UNICEF (UNICEF Finland) is one of UNICEF's national committees operating as UNICEF's official and exclusive partner to represent and promote the interests of UNICEF in industrialized countries. The committees' mission is to raise funds for UNICEF and promote the realization of children's rights in their own countries. The national committees together collect a third of UNICEF's funds. UNICEF Finland is a registered association established in 1967.



Cover photo © UNICEF/Timor-Leste 2014/Kivelä

Together with his mother and 10-month-old little brother, 4-year-old Jouanio da Costa of Timor-Leste visited UNICEF-funded mobile clinic, that travels from the health center to remote regions once a month.

Layout and reproduction: Törmä-Ärrälä oy | Libris 2015



A handwritten signature in black ink, appearing to read 'Marja-Riitta Ketola', is written over a light background.

Marja-Riitta Ketola
Executive Director
UNICEF Finland

EXECUTIVE DIRECTOR'S REVIEW

In 2014, we commemorated the 25th anniversary of the UN Convention on the Rights of the Child. The Convention has groundbreaking significance, as it changed children's rights from a charitable act to the legally binding obligation of States. In this jubilee year, we rejoiced over the great accomplishments that have been achieved while the Convention has been in force: infant mortality has been halved; more and more children go to school; and the situation with regard to children's health has improved considerably.

The jubilee year, however, went down in history as one of the gloomiest for children: up to 15 million children live amidst conflicts in the Central African Republic, Iraq, South Sudan, Palestine, Syria and Ukraine. A total of 230 million children live in the sphere of influence of armed conflicts.

In addition, there has been a sharp increase in inequality. At present, the best-off fifth of the world's population receives more than 70 percent of global income and the worst-off fifth only 2 percent. Despite the challenges Finland is facing, we are here among the most fortunate.

It's heartening to know that we also care. According to a study commissioned by the Foreign Ministry, Finns still have a positive attitude to development cooperation despite the difficult economic situation: 82 percent of the population considers development cooperation to be very important or rather important.

We see this in our own work as well. Although it has been claimed that attitudes are becoming harsher, increasing numbers of people open their purses, shouldering responsibility for the most vulnerable. The number of our monthly donors has been rising every year. Working together with us, companies are building sustainable development as well as responding to humanitarian emergencies.

Thanks to our donors, UNICEF and its partners have been able to assist children living in the midst of crises and to create permanent changes for children around the world. In 2014, UNICEF helped vaccinate over 160 million children against measles and rubella, treated more than 2 million children suffering from severe malnutrition in crisis areas, ensured the clean water supply of more than 30 million people, and helped more than 8.5 million children attend school in countries affected by crises.

Achieving results calls for uncompromising commitment and professionalism. Above all, however, achieving results requires that governments, companies and individuals have confidence in our work, as UNICEF's work is funded entirely by voluntary donations.

Thank you for your trust.



The girl in the photo attends the school for children of nomadic families in Fantale, Oromia state, Ethiopia. The school is supported by UNICEF.

UN CONVENTION ON THE RIGHTS OF THE CHILD

The UN Convention on the Rights of the Child has been in force for 25 years. It has helped States set common goals for improving the situation of children. The Convention lays the base for UNICEF's work.

- 1. Mortality among small children has been halved.** In 1990, 12.7 million children died before their 5th birthday while the corresponding figure in 2013 was 6.3 million.
- 2. Fewer and fewer children are starving.** From 1990 to 2012, the number of children suffering from malnutrition decreased by 37 percent.
- 3. More and more children have clean water to drink.** Between 1990 and 2012, 2.3 billion more people got access to clean drinking water.
- 4. Increasing numbers of children have access to toilets.** Between 1990 and 2012, toilets became available to 1.9 billion people.
- 5. More and more children can go to school.** In 1990, about 102 million children were not attending school while in 2012 the corresponding figure was 58 million.
- 6. Almost all children are spared from polio.** Between 1988 and 2013, the number of children who developed poliomyelitis fell by almost 99 percent.

Thanks to a malaria net supplied with UNICEF support, Masai woman Ann Maruba can protect Nauwasa, her child, from mosquitoes that transmit diseases. Mother and child live in Arusha, Tanzania.



UNICEF IN FIGURES

- Soon **70** years old
- Operates in more than **190** countries
- Has **10,000** employees, **88** percent of them in program countries
- **5** emergency aid warehouses around the world
- Supplies vaccines to **40** percent of the world's children



© UNICEF/HIVA2015-0011/Schermbrucker

Lundiwe is a healthy, happy South African baby whose mother is HIV-positive. Already at the start of pregnancy, her mother received treatment that prevented the transmission of the virus to the fetus. HIV/AIDS-related illnesses are the leading cause of deaths among young children in South Africa. UNICEF supports the South African government in treating HIV-infected women and children and in preventing infections.

UNICEF'S FOCUS AREAS

UNICEF ensures that children's rights to health, education, and protection are realized the world over.

HEALTH



Strengthening countries' health systems so that children and mothers receive care.
For example: maternal health and safe conditions for childbirth; vital vaccinations and vitamin supplements for children; clean water; and guidance for families on nutrition and hygiene issues.

EDUCATION



Strengthening countries' education systems so that all children can go to school, get quality education, and complete their studies.

PROTECTION



Changing laws, procedures, and attitudes so that authorities, families, and other adults are encouraged to support the safe growth of children. Examples include prevention of child marriage, female genital mutilation, and the use of child labor and child soldiers.

CHILDREN'S RIGHTS

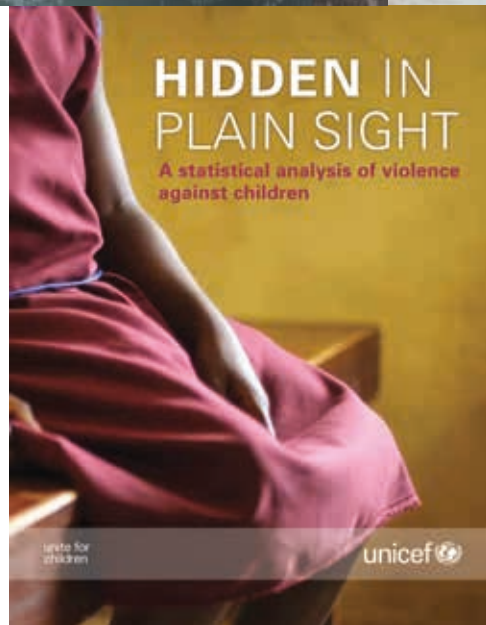
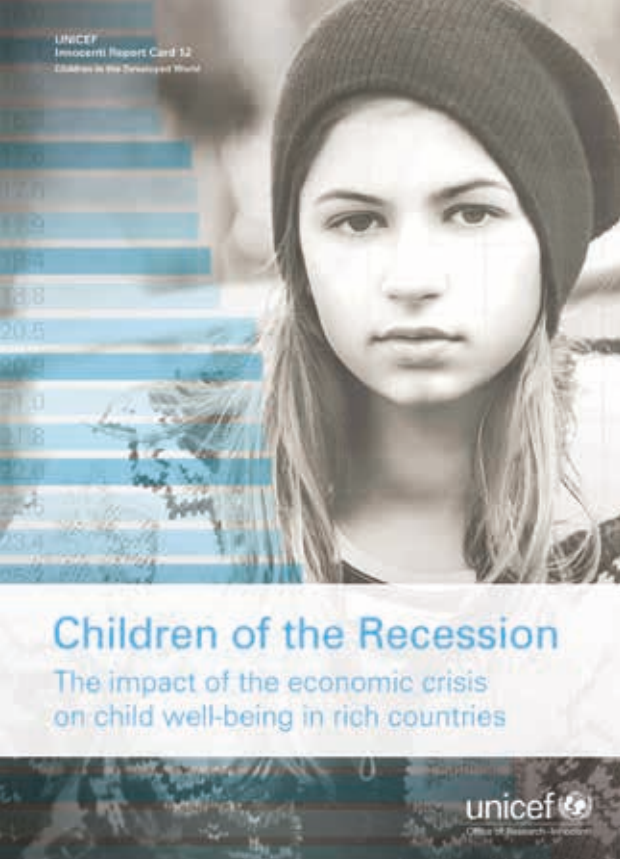


Research and advocacy to identify those who are especially in need of help and the most vulnerable children, and to ensure that all of UNICEF's work benefits them in particular.

HIV/AIDS



Strengthening countries' 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 halts the progression of the disease in HIV-infected children, sex education for young people, and work against discrimination.



RESEARCH AND STATISTICS

UNICEF annually produces studies and reports that provide reliable information about the situation of children around the world, in order to support decision-making.

Recession plunged children into poverty

Report Card surveys compare children's well-being in OECD countries. The theme of the report in 2014 was the impact of the latest recession on child well-being. According to the report, the recession meant an increase of 2.6 million in the number of children living in poverty in rich countries.

*Innocenti Report Card:
Children of the Recession*
www.unicef-irc.org/publications/series/16

Extensive comparison on the state of the world's children

The figures showing the well-being of the world's children have improved dramatically in recent decades. However, many have remained outside the scope of progress according to the UNICEF report *State of the World's Children 2014*. This annual report contains a comprehensive and detailed statistical package on the situation of the world's children.

*State of the World's Children 2014
– Every Child Counts*
www.unicef.org/sowc2014/numbers/

Violence against children remains prevalent

Nine out of ten children the world over, live in a country where corporal punishment is legal, states the UNICEF report *Hidden in Plain Sight*. The report elaborates on corporal punishment as well as, for instance, murders, sexual abuse, and bullying of children.

Hidden in Plain Sight – A statistical analysis of violence against children
www.unicef.org/publications/index_74865.html

Climate change threatens children

The UNICEF report on climate change reveals that global warming is expected to increase the number of malnourished children by 25 million by the year 2050. The report brings together in one volume the views of 40 experts with regard to the impacts of climate change on children.

The Challenges of Climate Change: Children on the front line
<http://www.unicef-irc.org/publications/716>



© UNICEF/NYHQ2014-1026/Jallanzo

A UNICEF worker in Liberia distributes posters with information about the Ebola virus.

Nur's son Isa has just received a polio vaccination. The family fled from Syria to Turkey.



© UNICEF/UNI162701/Yurtsever



SOME NEWS ITEMS IN 2014

JANUARY

UNICEF reported airlifting 70 tons of aid supplies to conflict-stricken South Sudan. In Finland, UNICEF reminded the media of the obligation to protect children's privacy when the daily newspaper Helsingin Sanomat published a photo reportage on the genital mutilation of Kenyan girls where the girls could be identified. The Tove 100 Jubilee Year was launched in collaboration with UNICEF.

MARCH

UNICEF and its partners launched an all-time vaccination campaign to immunize 22 million children against polio in the Middle East and North Africa. We marked a sad three year anniversary of war in Syria.

APRIL

UNICEF Finland made a remittance of EUR 100,000 for the Central African Republic, where 2.3 million children suffer from armed conflict. UNICEF together with seven West African countries launched an extensive information campaign to stop the Ebola virus.

MAY

Half a year after Typhoon Haiyan had struck the Philippines, more than 90 percent of children in the disaster area returned to school. Actor Jaakko Saariluoma became our 14th Goodwill Ambassador.

Maria Rhonalyn Grabidio of the Philippines goes to a school that was repaired after Typhoon Haiyan with support from UNICEF.



© UNICEF/PFPG2014-1103/Balasundaram

To fly the flag in social media on Universal Children's Day, we used this picture of a girl and the flag.

© UNICEF/Finland 2014/Archipictor



A Yazidi girl watches the arrival of humanitarian aid transport to Bajeed Kandala camp in Kurdistan, northern Iraq.



© UNICEF/NYHQ2014-1103/Khuzaie

JULY

Sad news darkened the vacation months. In the Syrian region, more than six million children were in need of emergency aid. In Gaza, tens of children died and hundreds were injured.

AUGUST

During August, UNICEF delivered more than a thousand tons of emergency aid supplies to the world's various crisis areas. Five highest level crises were underway at the end of August: in Syria, the Central African Republic, South Sudan, Iraq, and the Ebola outbreak in West African countries.

SEPTEMBER

UNICEF Finland made a contribution of EUR 100,000 for West Africa, to combat the Ebola virus. We were pleased to learn from the UNICEF report that neonatal mortality was declining at a record pace.

NOVEMBER

On Universal Children's Day, the flags were raised to celebrate the 25th anniversary of the Convention on the Rights of the Child. The amount of emergency aid supplies sent by UNICEF to Ebola areas rose to 3,000 tons.

DECEMBER

The UNICEF episode of Dancing with the Stars brought 2,300 new monthly donors into the fold of UNICEF's work. From children's perspective, the year end seemed crushing: the number of conflicts and the amount of children suffering from them were greater than at any other time in recent history.

HOW THE FUNDS WERE USED

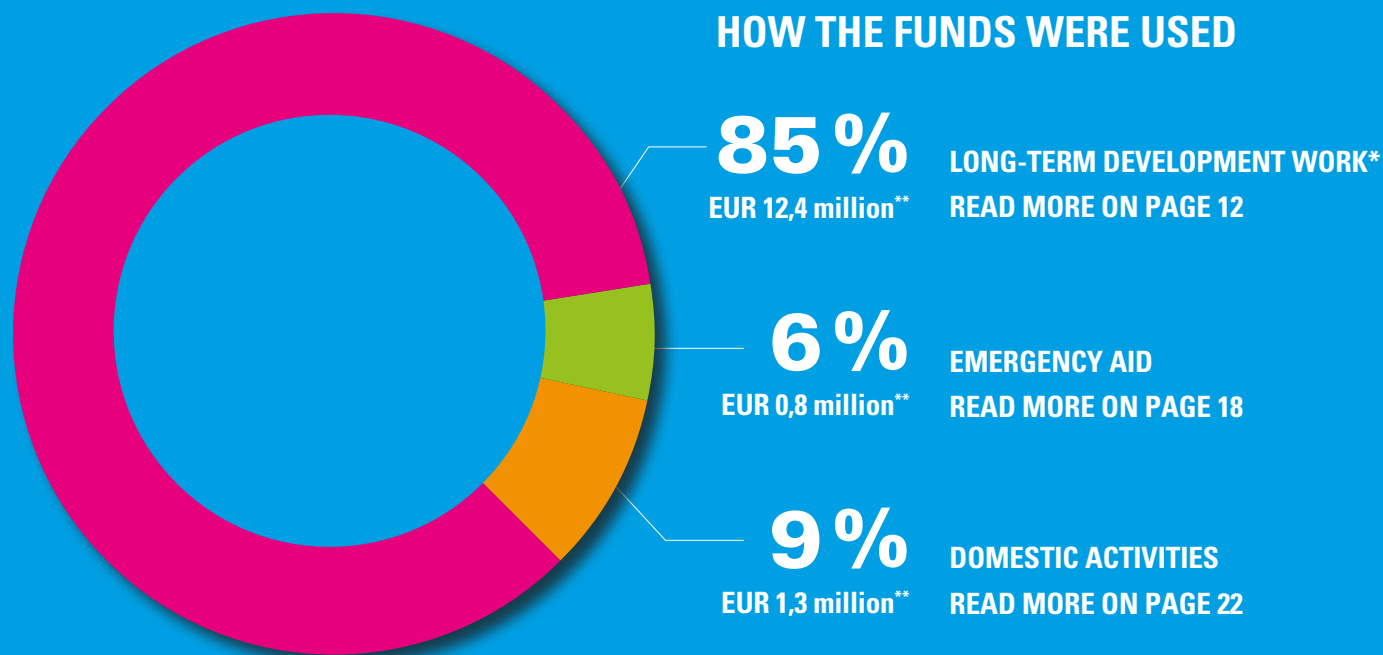
© UNICEF/NYHQ2014-1387/Nesbitt

A mother received emergency food assistance for her malnourished child from a UNICEF-supported nutrition center near the town of Bentiu, South Sudan.



In 2014 UNICEF Finland supported the world's children to the tune of

EUR 14.6 million



* Includes EUR 10.4 million for Regular Resources and EUR 2 million for Other Resources, Thematic and Non-thematic.

**The total does not equal EUR 14.6 million because the sums are rounded off.

LONG-TERM DEVELOPMENT WORK

In program countries, UNICEF implements a five-year Country Program jointly with the government and local partners.

The Country Program is based on an analysis that determines which children are in the most vulnerable position, what factors hinder the implementation of their rights, and what local authorities and actors should make sure that children's right, for example, to education or health is realized.

UNICEF applies a variety of means to support the country's government in assuming responsibility for the daily well-being of children. The objective is above all to strengthen the country's own systems.

An important part of UNICEF's work is to act in children's best interests at the international level. UNICEF monitors the implementation of the best interest of the child principle in international treaties and in the work of international decision-making bodies, and provides recommendations on the above.

UNICEF conducts diverse research to support these efforts. Additionally, in partnership with businesses, universities, and organizations, UNICEF continuously strives to develop innovations that improve the lives of children. UNICEF Finland also participates actively in innovation work, and is supporting the implementation of an innovative water supply and sanitation project in Uganda (see page 16).





Hardik Momabhai Rabari playing with Sheetal Shankarbhai Thakur in the yard of a children's and mothers' center in Gujarat, India. The center is part of UNICEF's Early Childhood Development program. Through the program, children have received educational materials, the center's staff has been trained, and parents have been educated. The first years of childhood are extremely important for a child's later development.

How the funds from Finnish donors were used in long-term development work

Of funds collected by UNICEF Finland, the majority (78 percent) is allocated to UNICEF's Regular Resources, i.e. to UNICEF's long-term work around the world. Monthly donations (page 26), among others, are allocated to UNICEF's Regular Resources.

UNICEF Finland also supports non-thematic and thematic programs through which funding for UNICEF's long-term work can be directed to a specific theme, region, country, or project. Targeting funds is cost-effective only if the amount is large. For this reason, funding for non-thematic and thematic programs comes mainly from companies, major donors or other sources committed to this type of funding. In 2014, these programs were implemented in the following countries: Angola, India, Kenya, Madagascar, Mozambique, Nepal, South Africa, and Zambia.

In addition, we finance two thematic programs through which a large number of Finnish donors support the same theme. In 2014, these themes were education in Asia and the work against HIV/AIDS.

Funds for the education theme came, among others, from school campaigns – in other words, from UNICEF Walks and the One-Day Work for UNICEF (see page 27). The HIV/AIDS theme, in turn, was funded primarily by monthly donors who wanted a part of their donation to be directed specifically to this work.

In addition to support from UNICEF Finland, UNICEF received EUR 19.2 million from the Ministry for Foreign Affairs of Finland for its global programmatic work. The Ministry for Foreign Affairs provides its support directly to UNICEF; the funds are not transferred via UNICEF Finland.

You can support UNICEF's long-term work by becoming a monthly donor at www.unicef.fi (in Finnish)

Criselda helps to bring health care to everyone's reach

Criselda Julio Mavelele works in Zukula village and is one of Mozambique's 2,000 village nurses. A poor country, Mozambique faces a major challenge in providing health care for all.

A project supported by UNICEF provides training so that villages have their own public health nurses. The goal is to lower child and maternal mortality and to reduce inequalities in access to health care.

The four-month training gives nurses the ability to identify the most common and deadly childhood disease. The nurse also learns to detect child malnutrition and give health-related advice. After the training, the nurse returns to the home village and is ready to work.

During a typical workday, Criselda makes home visits in the village. She examines the hygiene conditions in homes, teaches how to keep the home clean, and advises people to use the toilet and wash their hands with soap. She explains the importance of the mosquito net and teaches how to use it.

Criselda follows whether children receive their vaccinations according to the program and whether pregnant women have their check-ups. If necessary, she advises the person to visit the health center and the doctor.

Villagers laugh at Criselda's strictness, but they also accept her because she is 'one of their own' and they heed her advice.



Village nurse Criselda Julio Mavelele takes care of the children in Zukula village.



An Ethiopian boy learning the alphabet.

Sustainable development, on behalf of peace

Researcher Ari Kerkkänen lists the areas where money should be invested in order to eradicate terrorism.

“Support for the education sector, the development of public administration and health care, and activities that create more jobs.”

In his view, education in particular reduces the sensitivity of States and regions to conflict.

Program Director Inka Hetemäki of UNICEF Finland concurs:

“Crises arise from poverty and inequality. Education is the best way to fight them.”

UNICEF helps developing countries to build education systems where all children receive free, high-quality basic education. In particular, UNICEF strives to ensure that the most vulnerable children go to school.

“It is also important that young people have access to further education, which guarantees their occupation and livelihood,” Hetemäki continues.

UNICEF’s work in the areas of children’s education, health, protection and equality helps steer young people away from extremist movements. Hetemäki emphasizes that UNICEF aims at empowering local communities.

“Even the weakest are included in decisions that concern them. This creates ownership and social responsibility, which reduces confrontation,” Hetemäki explains.

Visiting Researcher Ari Kerkkänen of the University of Tampere Peace Research Institute is currently working as Chief of Planning & Evaluation for EUPOL Afghanistan (European Union Police Mission in Afghanistan) in Kabul. He is a former Director of the Finnish Institute in the Middle East.

Proper hygiene for Uganda's schools

During the year, UNICEF Finland launched its own project in Uganda. The UniWASH project is developing innovations that bring clean water and proper hygiene to schoolchildren in northern Uganda.

The cornerstone of the project is participation by the schoolchildren. Girls and boys themselves can speak about their water and hygiene problems, because they are experts in their own lives. They also test the solutions developed during the project.

"Even the best innovation will remain unused unless it serves schoolchildren in their everyday life," says Project Manager Saara Frestadius of UNICEF Finland.

The schoolchildren develop solutions together with students from the University of Helsinki, Aalto University, and Makerere University of Uganda. The students participating in the project made their first field trip during the year.

The corporate partners are six small and medium-sized enterprises from Uganda, which convert students' ideas for solutions into commercial products. When the innovations are produced and serviced in Uganda, they contribute to the livelihoods of local people. The Finnish partner company taking part in the project is Biolan Oy.

Alongside the innovations, the project generates an operating model that improves cooperation between organizations, universities, and enterprises for the realization of children's rights.

More information about the project can be found at www.unicef.fi/uniwash-en



© UNICEF/Uganda 2015/Suihkonen

Girls skipping rope at Lacekocot Primary School in northern Uganda. Water and hygiene facilities at the school are developed by a UNICEF Finland project.



© UNICEF/Uganda 2015/Suihkonen

Second-grade girls at Lacekocot Primary School drew a toilet meeting their wishes during the UniWASH project workshop.



Three-year-old Nishimoni laughs in her uncle's arms in her home village in Jamalpur, Bangladesh. In the background, the child's mother, Lovely, watches the pair. The family takes part in a nutrition security program supported by UNICEF. When the program began, Nishimoni suffered from malnutrition. To improve her condition, she was given regular doses of micronutrient powder. In addition, local health workers have taught the family about proper nutrition for the child.

Eradicating malnutrition

One in four of the world's children suffers from malnutrition that jeopardizes the child's development. Malnutrition causes up to 45 percent of deaths among children under five.

Child malnutrition can usually be prevented by giving parents information about children's nutritional needs. Exclusive breast-feeding until the baby is six months old in itself brings a six-fold increase in the child's chances of survival. Malnutrition can also be caused by unbalanced diet.

Educational programs focusing on simple issues can save a huge number of children.

The number of children suffering from malnutrition has been effectively reduced from 25 percent to 16 percent since 1990. Unfortunately, the ongoing crises have worsened the nutritional status of children and pose a threat to the positive trend.

EMERGENCY AID

Year 2014 was devastating for the world's children. The need for emergency aid was unprecedented in UNICEF's history.

In 2014, UNICEF helped children living in the midst of crises in 98 countries. The conflicts in Ukraine and Iraq, the air strikes in Gaza, and the Ebola epidemic were among the new crises. The biggest emergency aid operations involved dealing with the Syrian crisis, which continued into its fourth year and worsened the already intolerable situation for Syrians. Nearly 8 million children in Syria and neighboring areas needed UNICEF's help.

Emergency aid has been an important part of UNICEF's work since the end of World War II, when UNICEF was founded to help the European children living amidst the ravages of war.

Today, UNICEF uses about one-third of its assets for emergency aid and is one of the biggest actors in providing help to children in global crises. UNICEF looks after children's health, emergency nutrition, education, and protection in disaster areas. UNICEF also plays an important role in coordinating the emergency aid provided by other organizations through cluster arrangement.

Due to UNICEF's permanent presence in nearly every country of the world, aid can be transferred to where it is needed in a quick and reliable way. UNICEF also has five strategically positioned warehouses located in Copenhagen, Dubai, Shanghai, Panama, and Cameroon – in a state of constant crisis preparedness.

In a crisis region, UNICEF works closely with the government of the country and other organizations. The work does not end with emergency aid; instead, UNICEF assists the country in its reconstruction work. The aim is to build stronger communities and to help them prepare for crises in advance.

How UNICEF's emergency aid helps children:

- Clean water and adequate sanitation for the whole family
- Emergency food and nutrition supplements
- Opportunity to continue school attendance
- Vaccines and medications
- Protection from exploitation and abuse





How funds from Finnish donors were allocated for emergency aid

In 2014 UNICEF Finland raised a total of EUR 0.9 million for emergency aid.

Finns were asked for targeted donations to respond to conflicts in Syria, Central Africa, South Sudan, and the Ebola crisis. In addition, they were offered the opportunity to donate to the Emergency Aid Fund through which UNICEF helps children living in the midst of catastrophes the world over.

Furthermore, the Ministry for Foreign Affairs of Finland contributed EUR 10.5 million directly to UNICEF for emergency aid in the Central African Republic, Chad, the Democratic Republic of Congo, Somalia, South Sudan and its crisis region, Syria and Mali.

*Donate to UNICEF Finland's emergency aid fund:
www.unicef.fi/lahjoita
(in Finnish)*

Three-year-old Shahd Saleh fills a water cup in a refugee camp in Erbil, Iraqi Kurdistan. UNICEF and its partners, among other things, ensure the availability of clean water and sanitation in the camp, and see to children's vaccination against infectious diseases.

Ebola survivor Sanfa Koroma raises awareness, telling the residents of his village how important it is to seek treatment quickly when the first symptoms of the disease appear.



© UNICEF/NYHQ2014-3400/Nesbitt

Miracle revival

Sanfa Koroma, 14, of Sierra Leone contracted Ebola while at boarding school, and his family was told that he had died. However, he recovered from the disease and with UNICEF's support returned home. Now Sanfa raises awareness about the Ebola virus, telling people about the disease in his home village of Pelewahun, Moyamba District.

He says the disease does not mean inevitable death.

"When you feel the first symptoms, go to the hospital," he advises.

UNICEF is responsible for the dissemination of information about Ebola in West Africa, helps children orphaned by the disease, and ensures the availability of clean water and sanitation. In 2014, UNICEF was the biggest provider of aid supplies during the Ebola crisis.

© UNICEF/NYHQ2015-0211/Romenzi



Thuraya carries her barefoot 3-year-old sister Rima at Saadnayel informal refugee settlement in Bekaa Valley, Lebanon.

A girl stands in the snow at Saadnayel refugee settlement in Lebanon.



Winter clothes for Syrian refugee children

Snowstorms and freezing temperatures afflicted Syrian refugees in the Middle East. A total of six million children have been already displaced within Syria and have become refugees outside the country's borders.

UNICEF delivered warm clothes, blankets, heating needs, and coupons for purchasing winter supplies to more than 900,000 Syrian refugee children in various parts of the Middle East.

The number of children in Lebanon in need of winter supplies rose dramatically compared to the previous winter. More and more refugees had spent their savings and were forced, as a last resort, to relocate to informal tent villages that are extremely poorly constructed and poorly equipped.

UNICEF's Lebanon Country Office did everything possible to help the refugees. UNICEF prepared for the arrival of winter by placing 28,000 packages of winter supplies in three different locations close to the informal refugee camps. Before the winter storms came, winter supplies had been delivered to 80,000 children living in tent villages. In all, 72 percent of children in need of winter supplies received aid.

Additionally, 104,000 children in Lebanon benefited from the clean drinking water, plastic sheeting, and emergency nutrient biscuits provided by UNICEF.



Children carry packages containing winter clothes in Bekaa Valley, Lebanon.



UNICEF Finland granted the UNICEF Child Rights Advocate award to all of Finland's libraries. The award was handed over in the City of Lahti Library, where fairy tale characters Malla the Bear and Kuoma the Fox performed for a kindergarten-aged audience.

DOMESTIC ACTIVITIES

UNICEF Finland carries out advocacy and communications work so that our country's laws and practices as well as the use of public funds would serve the best interests of children. In addition, we implement projects that create operational models promoting children's rights.

In its domestic activities, UNICEF Finland fulfills obligations imposed on UNICEF by the United Nations Convention on the Rights of the Child: to evaluate and promote the realization of children's rights all over the world.

The greatest shortcomings in the realization of child rights in Finland are associated with the fact that the impacts of decisions on children are not evaluated systematically. Further improvements are also needed in children's inclusion and equality.

We addressed these problems, among others, through the Child-Friendly Municipality project. UNICEF Finland's Child-Friendly Municipality model was implemented in four municipalities in 2014, and four new municipalities committed themselves to joining the project at the beginning of 2015.

In addition, we launched two projects on human rights education for children. One of the projects develops and implements in-service education on high-quality human rights education for teachers and on a child-friendly operating culture for the whole school. The other project is a study to collect data on different ways of providing human rights education for children.

Our school visitors reached nearly 63,000 children and young people. The visitors told about the lives of the world's children and sustainable development in a manner adapted to the children's age level, for instance through workshop activities. We provided global education materials to a third of Finnish comprehensive schools.

In development policy advocacy we continued to develop tools and guidelines intended for officials and non-governmental organizations, the aim being to strengthen the human rights-based approach in Finland's development cooperation.

PROMOTING CHILDREN'S RIGHTS TOGETHER WITH COMPANIES

Business activities inevitably impact on the lives of children, as children are consumers, workers' family members, and young workers. Despite this, companies generally are unable to pay adequate attention to the rights of children.

UNICEF Finland cooperates with Finnish companies to promote children's rights. In 2014, we compiled a three-year strategy for our corporate responsibility activities and also set concrete goals for this work.

The aim is to increase companies' knowledge, understanding, and activities in order to help them to implement children's rights.

The main target is state-owned companies, which have a special responsibility and obligation to set an example for others. Cooperation is also carried out with other companies, other actors in the sector, and universities.

IN-SERVICE TRAINING FOR TEACHERS

The goal of human rights education is to raise children who are responsible, active citizens who know their rights and can defend them. At present, the implementation of human rights education in Finnish schools is highly diversified.

Human rights and human values education receive greater weight in the national core curriculum for comprehensive schools that enters into force in 2016.

The in-service education for teachers project launched by UNICEF Finland in 2014 provides training on human rights education in the spirit of the new school curriculum. The education aims both to improve teachers' professionalism and to develop the operating culture in schools.

In the autumn of 2014, two training events were held, attended by a total of 62 teachers. The project continues in 2015, when the training events will take place in different parts of Finland.

The ultimate goal is to develop a training model that can be offered by bodies providing in-service education for teachers.



Greater Helsinki area teachers learned about functional approaches to teaching, among other things, at our training event in Espoo.

How domestic programming and development communications were funded

Seven percent of all funds raised by UNICEF Finland was used for domestic programs, which includes domestic advocacy, international advocacy, and development communications.

Some of these funds were received as separate financing from the Ministry of Education and Culture, the Finnish National Board of Education, and the Ministry for Foreign Affairs of Finland. In addition, the Ministry for Foreign Affairs is funding our project in Uganda (see page 16).

HOW THE FUNDS WERE RAISED



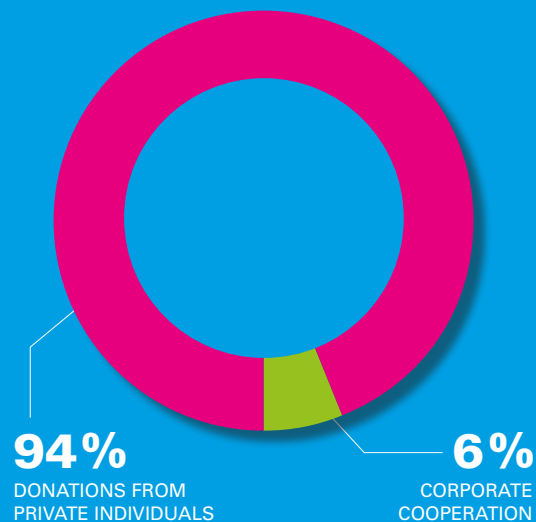
*Cheerful Thirst Day collectors
at Narinkka Square in Helsinki.*

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

In 2014, we raised

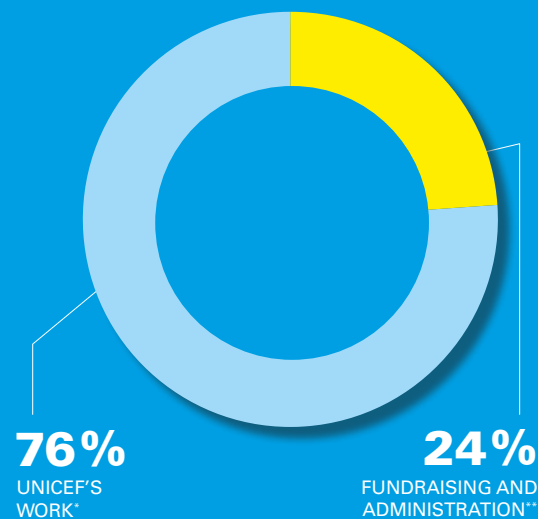
EUR 19.2 million

FUNDRAISING



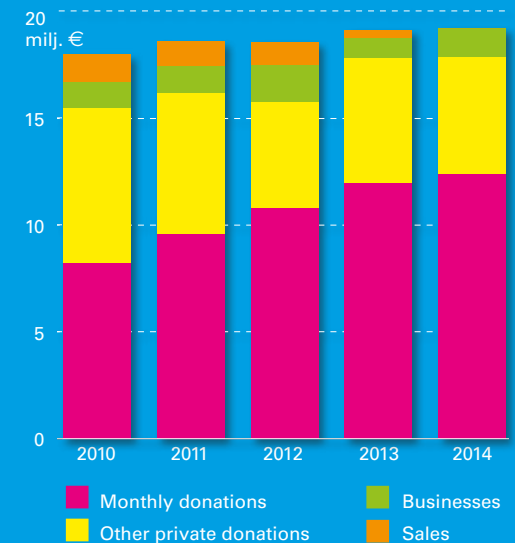
In addition, the Ministry for Foreign Affairs of Finland, the Finnish National Board of Education, and the Ministry of Education and Culture provided EUR 467,000 as support for domestic and international advocacy as well as for our project in Uganda.

BREAKDOWN OF EXPENSES



* Of this, 7% was used for domestic programs
** Of which 14% was fundraising expenses

FUNDRAISING TREND



MONTHLY DONATIONS

At the end of 2014, UNICEF Finland had more than 83,000 monthly donors. Their continuous support enables UNICEF's long-term work on behalf of the world's children.

UNICEF's work on behalf of the most vulnerable children is funded entirely by donations. For this reason, regular funding by monthly donors is highly important for the continuity of operations. It is also a cost-effective and easy way for the donor to support the world's children.

In 2014, monthly donors provided over EUR 12 million in support of UNICEF's work. The funds were allocated to UNICEF Regular Resources, which are used to fund long-term development programs in over 150 countries and regions (see page 12). Thanks to this work, sustainable changes are achieved in the lives of the world's children.

In 2014, we received new monthly donors especially via face-to-face marketing. Another important recruitment method was UNICEF-themed episodes of the popular TV shows *Putous* and *Dancing with the Stars*, produced in cooperation with MTV3.

You can support UNICEF's work by becoming a monthly donor at www.unicef.fi (in Finnish)



© UNICEF/Myanmar 2014/Poutanen

Putous host Jaakko Saariluoma introduced viewers to the everyday life of children in Myanmar.

© UNICEF/Finland 2014/Mulari



*The UNICEF episode of *Dancing with the Stars* brought new Finnish supporters to UNICEF.*

Axl Smith is a patron of School Walks. The picture is a screenshot of the campaign's video of thanks.



© UNICEF/Finland 2014

ONE-OFF DONATIONS

UNICEF can also be supported by making a one-off donation. In 2014, Finns made donations, among other reasons, in support of struggle against Ebola.

It is important to us that everyone finds a suitable way to participate in our work. That's why there are many ways to donate.

In 2014, one-off donation was the second most productive means of fundraising after monthly donation.

We appealed for the Finnish public's support both to UNICEF's long-term work and emergency aid.

UNICEF's school campaigns have gained a stable position. One third of Finnish students participate each year in the UNICEF Walk or the One-Day Work for UNICEF, which in 2014 equaled to nearly 180,000 children in 900 schools. Students and their sponsors raised over EUR 1 million during the year, funds which UNICEF uses to support child-friendly education in eleven countries in Asia.

Finns also donated by purchasing UNICEF Inspired Gifts. In addition, donations came from the Red Nose Day campaign run by the Red Nose Day Foundation, comprised of nine organizations and Yle, the Finnish Broadcasting Company, from donations made in commemoration of special days, and from UNICEF lotteries carried out together with Tavara-arpa ry.



© UNICEF/NYHQ2014-3207/Youngmeyer

Rokan and Mahmoud playing with hand puppets at a UNICEF-supported kindergarten in the city of Tartous, Syria. The children and their families fled from Aleppo.

COOPERATION WITH THE BUSINESS WORLD

In 2014, we disseminated information about the rights of the child in business operations, and we started work on our own corporate responsibility strategy.

Donations made by companies are important to UNICEF. Donations, however, are not the only way to participate in UNICEF's work. Companies can also have a great influence by ensuring that children's rights are realized in their own operations.

To assist the business community in this work, UNICEF, the UN Global Compact initiative and Save the Children have together compiled the Children's Rights and Business Principles. To promote these principles, in 2014, UNICEF Finland began working on its own corporate responsibility strategy. We also increased public awareness of the principles by participating in corporate responsibility events and holding discussions with companies.

During the year, we launched a new partnership with our long-term supporter FINNAIR and the information system supplier Amadeus that enables airline passengers to make a donation to UNICEF when buying a flight ticket on FINNAIR's website. In addition, we rejoiced at the fact that the Tove 100 Jubilee Year campaign succeeded beyond expectations.



Sanna Kiiski became acquainted with UNICEF's work against tetanus in Cambodia and got to hold Mat Ngev's 1.5-month-old baby. The work is funded among others by Pampers.

© UNICEF/BANA2014-00362/Mawa



Anamika Chakma, 10, of Bangladesh enjoys going to school. She lives in a very poor village located in the eastern part of the country. Anamika's school is one of UNICEF's child-friendly schools, where the quality of education has been increased and the needs of children coming from poor conditions are taken into account. The model is supported through UNICEF's Schools for Asia program, which receives donations from many Finnish companies.



TOVE 100 JUBILEE YEAR SUPPORTED UNICEF

The year 2014 marked the 100th anniversary of Tove Jansson's birth. A number of Moomin brand owners donated a share of the proceeds from the products sales to UNICEF during the Tove 100 Jubilee Year. The fundraising campaign brought UNICEF over EUR 820,000. The funds were channeled to supporting children's education.

The most prominent product of the campaign was a jubilee year mug in Arabia's Moomin series. Two euros from the sale of each jubilee year mug was donated to UNICEF.

Cooperation between UNICEF and the Tove 100 Jubilee Year was natural because children were always particularly close to Tove Jansson's heart. Besides, Jansson herself took part in UNICEF's activities, among other things by using her Moomin characters to create one of UNICEF Christmas cards.

LEGACY GIVING

Increasing numbers of Finns are leaving a legacy to build a better future for the world's children.


Legacy giving constitutes a considerable share of the donations received by UNICEF Finland. In 2014, we received EUR 740,000 in legacy donations, which was more than ever before.

A legacy is the owner's own decision about what he or she wants to be done with personal property after death. Many want to secure the future of those closest to them while also using part of their assets to remember the world's children. Others want to bequeath all their assets for building a better world. Every donation is valuable to UNICEF's work.

With the help of law firms cooperating with us on a Pro Bono basis, we provide assistance in drawing up the legacy document if the donor wishes so.

We want to serve our supporters even better in issues related to legacy giving. We decided to strengthen our legacy program by making it one of our fundraising priorities.





Villagers are glad to receive UNICEF-supplied vaccines, which arrive to the remote village of Inika, Papua New Guinea by boat.

MAJOR DONORS

Major Donors can choose their own target to support. Donors can closely monitor UNICEF's work to improve the health, education and protection of children.

We launched a Major Gift program in 2014. Major Donors support UNICEF by making a contribution of significant amount. They may be, for instance, private individuals, families, groups or foundations. Donors can support UNICEF's work either by giving a single donation or through a longer-term contribution.

Major donations can be allocated to a specific project or theme. In 2014, support from major donors financed two different programs: the Child-Friendly Schools in Madagascar; and the establishment of a maternal and child health clinic in the Turkana region of Kenya.

Major Donors are important partners for us in our work on behalf of children. From their contact person, donors receive regular information about the program or project they support, as well as other information about the world's children. If they want, Major Donors can also go on a field trip, at their own expense, to witness UNICEF's work on site.

VOLUNTEERS

Volunteer work has always been an important part of UNICEF's activities. UNICEF volunteers serve the interests of children in many different ways.

The Committee has over 40 volunteer groups and nearly 2,000 volunteers in Finland. They collected about EUR 500,000 for UNICEF's work in 2014.

These funds were raised mainly through street collection, sales of UNICEF products, and by making and selling Anna and Toivo dolls.

One of the greatest volunteer efforts is the Thirst Day collection carried out around May Day, which in 2014 succeeded well and yielded more than EUR 100,000 for the children of Syria.

Volunteerism is more than just the acquisition of funds. In 2014, among other things volunteers enthusiastically promoted the "Liputa!" flag day campaign, the aim being to establish Universal Children's Day as a permanent flag day. At Volunteers Autumn Days in Lahti, over one hundred volunteers from across the country got to know one another and to learn more about UNICEF's activities.

During the year we launched a new form of volunteering, Global Grandparents.

Join the UNICEF volunteers – contact details for the nearest volunteer group can be found at www.unicef.fi/ryhmat (in Finnish)





GOODWILL AMBASSADORS

Goodwill Ambassadors are celebrities volunteering for UNICEF. Their forces were strengthened during the year by the addition of a long-term children's advocate.

Goodwill Ambassadors donate their time and expertise to promote the realization of children's rights. However, their work doesn't take place only in the limelight.

In 2014, among other activities the Ambassadors supported the work of volunteer groups by making appearances, they encouraged schoolchildren to take part in the UNICEF Walk, they narrated numerous videos, and they participated in corporate partnership events.

UNICEF Finland's first Goodwill Ambassadors were appointed almost 30 years ago.

In May, actor Jaakko Saariluoma became our 14th Goodwill Ambassador. For many years, Saariluoma has been involved in developing successful fundraising TV programs recruiting new monthly donors to support the world's children.

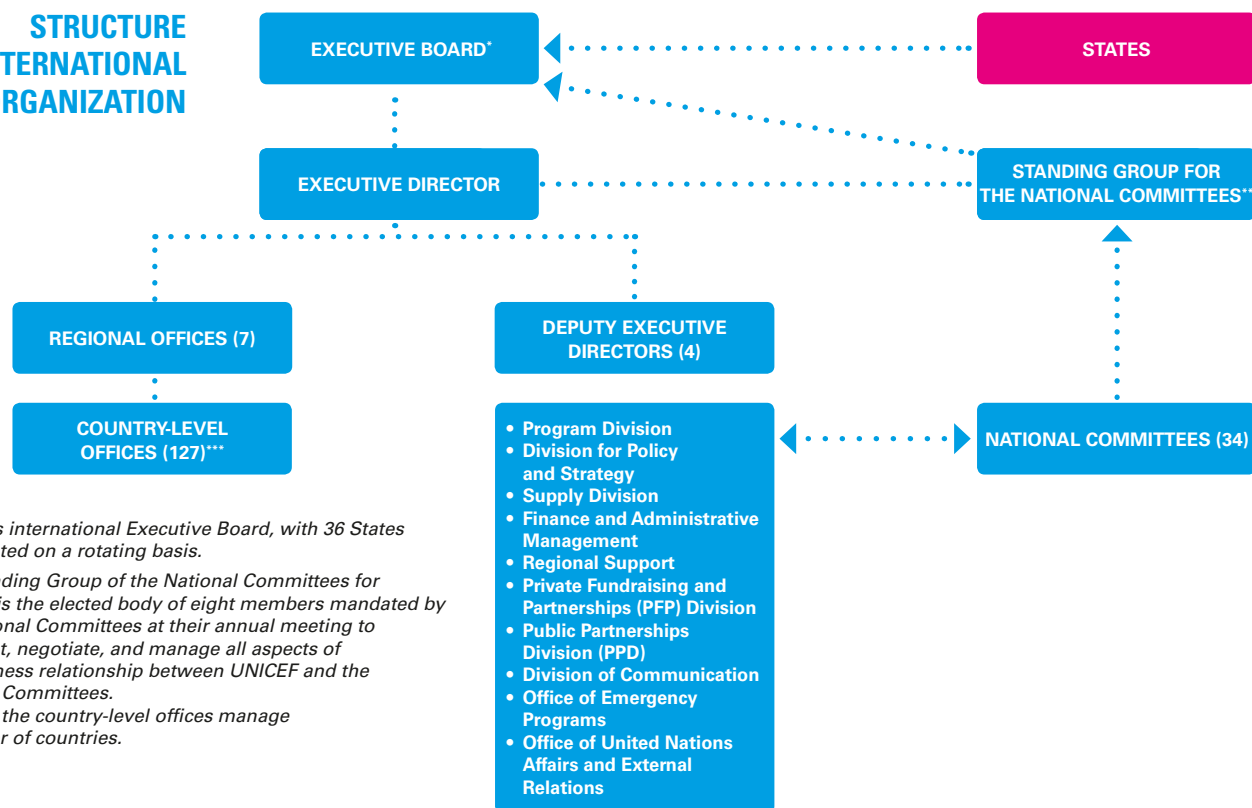
UNICEF Finland's Goodwill Ambassadors, in order of appointment:

- 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)
- Mikael 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)
- Jaakko Saariluoma, actor (2014)

Nyibol Jul, 14, wants to be a pilot of a relief airplane as an adult. She lives in the secluded town of Kiech Kon in South Sudan. The region's residents are affected by the armed conflict raging in the country. UNICEF and its partners have helped people by delivering aid supplies to them by air.

Seven-week-old Zema in mother's arms in Timor-Leste. During pregnancy the mother received treatment in a mobile health clinic supported by UNICEF. Getting to the family's nearest health center would require a six-hour walk.

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 of eight members 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.

*** Some of the country-level offices manage a number of countries.

UNICEF is the UN Children's Fund. Its work is governed by the Executive Board, a 36-member body composed of member-states' representatives who serve a three-year term on a rotating basis. 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 Country Offices. The Regional Offices guide the work of the Country Offices.

In industrialized countries, UNICEF is supported by 34 national committees. UNICEF Finland is 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.

Mantume Christine, the mother of four children, introduces the newest family member to Ritah, her firstborn. The family lives in Mityana District, Central Uganda. Mantume's newborn daughter will soon receive a birth certificate. The registration of children in the country rose by 18 percent after a mobile application developed by UNICEF was adopted to handle the registration.



THE BOARD OF DIRECTORS' ANNUAL REPORT AND FINANCIAL STATEMENTS

FINANCIAL DEVELOPMENT

Turnover and result 2014

The total income of the Finnish Committee for UNICEF in 2014 was EUR 19.9 million, remaining at nearly the same level as in the previous year (EUR 20 million). The amount of emergency aid has an appreciable impact on the annual variation in the total income. In 2014, emergency aid accounted for 5% (EUR 0.9 million) of the total income, while the corresponding figure in 2013 was 8% (EUR 1.6 million). When emergency aid is excluded, the total income grew by 3%.

Fundraising in 2014 accounted for 96.6% of the total income and was at almost the same level as the year before (97%). The share of government appropriations for communication and project support had risen from the previous year and was 2.4% (1.6%) of the total income. The share of the organization's activities out of the total income declined from a year ago and was 1.1% (1.4%) of the total income.

Contributions to UNICEF were EUR 13.3 million (EUR 13.5 million). Of these contributions, 79% (71%) was allocated to Regular Resources and 21% (29%) to UNICEF's international programs. The allocation to emergency aid was 6% (9.8%) of all contributions.

FUNDRAISING

In 2014 the operating environment of the monthly pledge program, the organization's most important fundraising technique, changed radically and customer care became more complicated. In addition, many personnel changes took place.

As from the beginning of February, the only options for the monthly pledge program were the e-invoice or direct payment, the marketing and implementation of which proved to be considerably more difficult than the previous direct debit system. The acquisition of new donors slowed down and became more expensive. The cancellation of donations also became more common.

However, we managed to maintain a stable income level and at the end of the year, the revenue from the program was EUR 12.3 million. This is an increase of EUR 400,000 from the year before. At year's end there were 84,000 monthly donors.

The most important channels for the acquisition of new monthly donors were street and door-to-door marketing as well the UNICEF episodes of *Putous* and *Dancing with the Stars* TV shows carried out in cooperation with MTV3.

Donation through the traditional letter of appeal increased slightly. We appealed to our donors for

support to UNICEF's long-term work and emergency aid. Income from UNICEF Inspired Gifts also increased from the previous year.

The popularity of schools campaigns increased somewhat. Nearly 180,000 students took part in the UNICEF walk and One-Day-Work for UNICEF. However, the income declined slightly, in particular because of the decrease in the average donation for the walk. During the year, registration and donation via the internet were developed, and new content was produced for the Schools for Asia fundraising project.

A more systematic major donation program was launched at the beginning of the year. Donations were not received yet during the past year. It was a record year for income from the legacy program, with donations amounting to over EUR 700,000.

The 22nd UNICEF raffle was organized in cooperation with Tavara-arpa. The *Nenäpäivä* show produced in cooperation between the Nenäpäivä-säätiö foundation comprised of nine organizations and YLE was great success.

We gave a statement on and participated in the discussion of the amendment to the Money Collection Act now under preparation. Revision of the Act was transferred to the term of the next Government.

CORPORATE PARTNERSHIPS

The Committee had to cut back on some of the operational plan for corporate partnerships since the size of the corporate team had been reduced by half.

We deepened cooperation with existing partners and renewed cooperation agreements with the Eva Ahlström Foundation, Lindström Oy and Paletti Oy.

During the year, we gained several new partnerships. Cooperation with our existing partner Finnair and information system supplier Amadeus made it possible for airline passengers to make a donation to UNICEF when buying a plane ticket on the Finnair website. The year 2014 marked the 100th anniversary of Tove Jansson's birth. During the Tove 100 jubilee year, Fiskars Home and many other Moomin licensees raised substantial amounts for UNICEF's education work through their product sales. The partnership agreement with Globe Hope Oy enabled the sale of new UNICEF products through a network of volunteers.

Income from our annual Christmas campaign was routed to emergency aid. Also, the Euro to UNICEF? campaign carried out in H&M shops just before Christmas generated over EUR 100,000 for emergency aid efforts.

In order to promote Children's Rights and Business Principles, we started to work on a corporate responsibility strategy together with the advocacy unit. We increased public awareness of the principles for example by participating in the *Ratkaisun paikka* corporate responsibility event, and we engaged in discussions on the topic with companies.

DOMESTIC ADVOCACY

UNICEF Finland's Child-Friendly Municipality model was implemented in four municipalities in 2014. In addition, four new municipalities embarked on the implementation of the model at the beginning

of 2015. We started advocacy work for promotion of child impact assessment and child-friendly budgeting. We promoted making Universal Children's Day a flag day in Finland by advocating with the authorities and communicating actively with educators. In 2014, the recognition for advocacy associated with Universal Children's Day was given to Finland's libraries.

Together with associations for people with disability, we conducted a questionnaire survey on personal assistance among children and young people with disability. UNICEF, together with the Ministry of Social Affairs and Health and the Central Union for Child Welfare, organized an event for hearing children with disability, held in Helsinki.

We published two international UNICEF reports: *Report Card 12: Children of the Recession and Safe and Sound – What states can do to ensure respect for the best interests of unaccompanied and separated children in Europe*.

We also influenced the reform of the core curriculum for comprehensive schools and senior secondary schools. With financing from the Ministry for Foreign Affairs, we carried out a study where users evaluated global education material. The Child Rights Put into Action! project financed by the Ministry of Education and Culture arranged 26 education events, attended by 326 educators and 336 children and young people. With financing from the same Ministry, a comparative research project on models for children's human rights education was launched. With financing from the National Board of Education, a project modelling comprehensive complementary education for teachers was launched. The project organized two training events attended by a total of 62 teachers.

We cooperated intensively with various stakeholders, such as the Child Advisory Board that aids the Ombudsman for Children, the Human Rights Centre's Human Rights Delegation and the Human Rights Education and Training working group thereunder. In

addition, we worked with various bodies in order to attain the Government's objectives promoting children's rights.

We prepared a total of 17 opinions, statements and newsletters for various authorities and the media.

INTERNATIONAL ADVOCACY

With financing for global education and communications granted by the Ministry for Foreign Affairs, we continued the drafting of guidelines and tools for human rights-based approach to programming interactively with advisors from the Ministry.

We strengthened our advocacy regarding corporate responsibility issues through public administration and enterprises. To initiate the work, together with the corporate team we prepared a corporate responsibility strategy. Groundwork for implementing the strategy was started at the end of 2014 and implementation will begin in full swing at the beginning of 2015.

The three-year UniWASH program was launched with financing from the Ministry for Foreign Affairs. The project will pilot multi-partner human rights-based cooperation, and its aim is to develop sustainable and innovative solutions for the water and sanitation problems faced by children in Northern Uganda. A total of 30 students from partner universities carried out their first fieldwork phase during the year. The purpose of the student project is to develop water and sanitation solutions together with the Ugandan schoolchildren. Within the framework of the project, six Ugandan small businesses were identified that will develop the ideas arising from student projects into commercial products.

In development policy advocacy, we worked together with other organizations and partners. We took part in network efforts, especially with regard to formation of the Post-2015 Development Agenda

and the development of the "*Maailmantalouden tekijät*" parliamentary election campaign. We also participated in the efforts of various working groups and in forming the common opinion on appropriations for development. We submitted seven other opinions or statements, mainly dealing with corporate responsibility issues.

We continued our role as a representative for child organizations on the Human Rights Advisory Board of the Ministry for Foreign Affairs and as a member of the Service Centre for Development Cooperation (KEPA), the Finnish NGO Foundation for Human Rights (KIOS) and Fairtrade Finland.

COMMUNICATIONS

Communications responded to UNICEF's international news coverage and materials and to the general news stream. We produced content both for the media and for our own channels; among others, the UNICEF-info sent to monthly donors, as well as web-sites and social media channels.

In media visibility, we maintained the previous year's record level. Our web service reached a significantly larger audience. The numbers of likes on Facebook and followers on Twitter more than doubled.

Content was utilized increasingly effectively in multichannel communications, and the uniformity of communications was developed. Internal communications was developed by adopting the *Ruutukehä* information tool.

The results of UNICEF's Barometer brand survey, carried out every third year, were excellent. Of all those included in the survey, UNICEF was the only one whose top-of-mind awareness had increased during the three-year period (by 5 percentage points). Our top-of-mind rank retains a strong second place.

For the first time, UNICEF rose to be the best organization in the overall brand index, which brings together all of a brand's key indicators. The survey of a group of domestic organizations conducted every other year by Taloustutkimus showed a cautiously positive trend.

Goodwill Ambassadors actively supported our communications. In May 2014 comedian Jaakko Saariluoma was appointed a new Goodwill Ambassador.

The *Liputa!* flag day campaign marking the 25th anniversary of the Rights of the Child was a great success. Finns were active in flying the flag on 20 November, and in line with our goal, the Ministry of the Interior later proposed that the day become a flag day permanently.

VOLUNTARY WORK

In 2014, there were local voluntary groups in more than forty localities and close to 2,000 volunteers took part in activities. The volunteers carried out the national Thirst 2014 collection campaign, made Anna and Toivo dolls and took care of Christmas product sales. In addition, volunteers arranged a number of local events and collections.

Volunteer activities were supported through training and information and by providing the necessary materials. As new digital tools, an events calendar and an idea market were produced for the web.

A new form of voluntary activity, Global Grandparents, was planned and launched during the year. The network provides financial support for UNICEF projects and volunteer activities give the network members meaningful experiences and the opportunity to participate in interesting events. De-

velopment of the network's activities will continue in 2015.

Lahti was the UNICEF city in 2014. The city promoted awareness of children's rights and raised funds for UNICEF's Schools for Asia program. The city year collection result was almost EUR 70 000. During the year, the city joined UNICEF's Child-Friendly Municipality initiative.

Voluntary activities generated a total of nearly EUR 600 000.

ADMINISTRATION

As a legal entity, the Finnish Committee for UNICEF is an officially registered national non-governmental organization, governed by the members of the Annual General 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 2014 was Mrs. Jenni Haukio.

Annual General Meeting and membership

At the end of 2014, the Committee had 932 members (998 at the end of 2013). 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 14. The meeting endorsed the report for the previous year, adopted the financial statements and discharged the Board of Directors from liability. The Annual General Meeting elected Teija Andersen and

Hanna-Maria Manninen to be the new members of the Board of Directors. The Board members whose term had expired were Ulla Rehell and Thomas Wilhelmsson.

Board of Directors

The Board of Directors makes decisions on the plans, policies, and principles regarding the Committee's activities and finances and oversees the implementation of cooperation between the Committee and UNICEF and the development of the Committee's activities and finances. In addition, the Board of Directors decides on the management of the Committee's real property and investment assets. Moreover, the Board decides on the Committee's own thematic and non-thematic programs and emergency response and the use of funds therein.

The Board of Directors had the following members: Lagman Antti Heikinheimo (Chairman), Rector Heikki Eskola (Vice Chairman), Partner Riitta Polari, Professor of Pediatrics Mikael Knip, Local Group Chairman Tuulikki Siltanen, Ambassador Emerita Kirsti Lintonen, Professor of Social Work Merja Anis, CEO Teppo Rantanen, lawyer Hanna-Mari Manninen and Managing Director Teija Andersen.

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

The National Committee has a Board Nomination Committee, whose task is to draw up a proposal for the Board members and, whenever necessary, for the Chairman of the Board to the Annual General Meeting. In addition, on assignment from the General Meeting or the Board of Directors, the Nomination Committee may draw up a report on the realization

of the Principles of Good Governance in the organization's activities.

The first meeting of the Board of Directors held in spring was an extraordinary strategy meeting where the Board instructed the organization's management with regard to compiling the new strategy. The strategy was discussed at the spring meetings and was adopted at the first autumn meeting. The Board also appointed a working group to prepare changes to the organization's bylaws and the Nomination Committee's rules of procedure. The new Board members attended an orientation event for National Committee board members held in Geneva in November. In addition, the Board of Directors revised its working methods and developed an annual cycle for management for its use.

The Board conducted an evaluation of its own performance and of the Committee management's activities in the spring of 2014. The evaluation criteria were, among others, the composition and independence of the Board of Directors, compliance with the organization's principles and plans, the effectiveness and appropriateness of Board meetings, the efficiency of the organization's finance and management systems and the activities of the management. On a scale of 1 to 5, the evaluation for the Board's work was 4.5. The response rate on the evaluation was 80 percent. The next evaluation of the work of the Board of Directors will take place in the spring of 2015.

Management and personnel

Responsibility for carrying out the Board's decisions rests 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 contact 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 Executive Director of the organization.

At the end of 2014, the organization employed 53 permanent and 11 fixed-term staff members and project workers. In addition, the organization employed 143 part-time workers engaged in face-to-face marketing. The average number of staff was 86. The organization's personnel expenses totalled EUR 3 million (EUR 3.1 million in the previous year), of which the share of wages and fees was 81% (83%).

ADMINISTRATIVE AND INTERNAL EVENTS

Changes caused by the termination of the national direct debit system continued in 2014. We continued development work on payments traffic and we are now prepared for possible new changes to regular payments.

Work to develop the customer management system was continued. In 2014, among others the customer service features of the system were developed, as was utilization of data warehouses by means of data analyses. Office automation was renewed by switching to the use of cloud services.

The new payroll and personnel management system was the most significant investment in 2014. The aim is to obtain an easy-to-use tool based on management of the various phases in the life cycle of staff members' employment, which flexibly generates reports for use by the authorities, occupational

health care as well as the organization management, supervisors and human resources administration. At the same time, the aim has been to simplify and automate administrative processes and clarify responsibilities.

Of the administrative reforms, the most strategically significant was the outsourcing of our ICT operations at the start of February so that our staff members were transferred to the employ of the service provider as existing employees. Our goal is to ensure the continual development of ICT operations and the continuity of services. In addition, we decided to strengthen our HR activities and switched from a part-time to a full-time human resources manager.

Preventive activities have been the main focus of occupational health care. We ensure that workstations meet ergonomic recommendations. Personnel were offered the maximum number of physical exercise and culture vouchers allowed by the tax authorities as well as joint sports events. Supervision of work continued at the individual level, in teams and in the managers' peer support group.

Risk management

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

The organization applies a uniform risk assessment and reporting model. Risks are classified into strategic, operational and financial risks. Risks are prioritized by defining the significance of their effects and their probability, as well as by assessing the consequences of the possible realization of risk.

Most significant risks and uncertainties

Risk associated with payment methods is seen as the most important of the financial risks. The risk is a rise in the costs of acquiring new donors owing to the new payment methods. For payment technical reasons, the predictability of the behavior of regular donors is also becoming difficult.

The most significant business risk is considered to be reputation risk stemming from external actions or the activities of international UNICEF or our own activities, which if realized could result in financial losses and weakening of operational preconditions.

Shortcomings in the allocation, skills and recruitment of human resources is seen as another important risk. Effort is made to minimize the risk through comprehensive management training and supervision of work.

ENVIRONMENTAL RESPONSIBILITY

We strive to minimize our environmental footprint. As before, our environmental indicators are emissions from air travel, the consumption of electricity and paper and their emissions.

Our emissions have fallen since 2012, in absolute terms by 4.3%, although the number of employees has slightly increased. The per capita decrease has been on average 8% per annum. In 2014, emissions were 4.8 tons CO₂ per person. Paper consumption (reams per person) has fallen by about 29% since 2012, electricity consumption (kWh per person) by about 23% and air travel by about 14% (CO₂ per person).

We have already got Lindström House, our landlord, to use electricity that is 100% produced by renewable energy sources. The printer paper we use is recycled FSC-labelled paper, which has a minimal carbon footprint. In 2014, guidelines on environment-friendly travel principles were added to our travel rules.

We take part in the WWF's Green Office environmental program. Green Office lobbied three bicycles for Lindström House that can be used by all office space lessees. We produced a light map for our open plan office, which makes the optimal use of lights easier. The new printers acquired for the office were equipped with a default black-and-white printing setting that reduces the use of paper and ink. We carried out a survey among our staff on consumption habits and commuting.

EVENTS IN 2015 AND FUTURE PROSPECTS

The goals and measures for 2015 are based on the UNICEF Finland's strategy for the years 2014–2017. The strategy was drawn up in the spring of 2014 and

approved by the Board of Directors in August 2014. The strategy work was led by the Management Team, under the direction of the Board of Directors. The entire staff was involved in working on the strategy. The 2015 action plan was drawn up with the whole staff's participation, led primarily by middle management.

In our domestic advocacy work it is important to promote evaluation of the impact of decision-making on children and child-friendly budgeting in order to ensure the quality of political decision-making. In our international advocacy work, we will continue to promote a human rights-based development policy and program work, we will strengthen cooperation with universities and the corporate sector especially with regard to corporate responsibility issues, and

we will promote the utilization of various innovations in UNICEF's program work.

We will respond to the still continuing challenges associated with the fundraising environment in 2015 with better tools: a new customer system, more versatile payment methods and more precise donor care. The monthly pledge program and traditional one-off donations are the cornerstone of fundraising. We seek growth through the monthly pledge program and, in the long term, through the bequest and major gift programs.

Corporate fundraising focuses on deepening co-operation with existing partners in order both to strengthen fundraising and to promote the realization of children's rights in the business world. In

our own activities, too, we raise social responsibility alongside environmental responsibility: we systematically examine how our activities affect the realization of human and children's rights.

In 2015, the United Nations marks its 70th anniversary. We will take part in the celebrations in the UN agencies' joint events.

Our operating environment is challenging and the attainment of goals calls for close monitoring and success in all areas. We have highly professional and committed staff as well as the ability to react quickly and adjust our activities if unexpected, rapid changes occurring in the operating environment.

THE STRUCTURE
OF UNICEF FINLAND
ON DECEMBER 31, 2014



INCOME STATEMENT

	Realized 1.1.–1.12.2014	Realized 1.1.–31.12.2013
KEY ACTIVITIES		
FUNDRAISING		
Private fundraising		
Proceeds	17 030 459,15	17 397 560,19
Marketing support		43 656,96
Direct expenses	-2 409 162,72	-2 232 152,22
Indirect expenses	-1 367 498,40	-1 495 721,00
Private fundraising, total	13 253 798,03	13 713 343,93
Corporate fundraising		
Proceeds, total	1 254 432,72	1 271 409,22
Direct expenses	-91 752,95	-193 659,03
Indirect expenses	-180 698,38	-290 061,33
Corporate fundraising, total	981 981,39	787 688,86
Volunteers activities		
Proceeds, total	903 071,51	698 150,50
Direct expenses	-121 254,88	-136 630,61
Indirect expenses	-187 064,23	-169 281,73
Volunteers activities, total	594 752,40	392 238,16
FUNDRAISING, TOTAL REVENUE	19 187 963,38	19 367 119,91
FUNDRAISING, NET REVENUE	14 830 531,82	14 893 270,95

	Realized 1.1.–1.12.2014	Realized 1.1.–31.12.2013
CONTRIBUTIONS		
CONTRIBUTIONS, TOTAL	-13 261 145,75	-13 475 817,86
COMMITTEE'S SHARE	1 569 386,07	1 417 453,09
DOMESTIC ACTIVITIES		
Advocacy and communications		
Appropriations for communications and project support	467 150,00	310 566,00
Costs of advocacy and communications	-484 416,34	-262 011,15
Indirect costs of advocacy and communications	-1 131 806,16	-1 023 397,28
Communications, total	-1 149 072,50	-974 842,43
COMMITTEE ACTIVITIES		
Administration		
Personnel expenses	-3 173 965,53	-3 321 006,01
Depreciation	-110 993,18	-89 248,67
Other general administrative costs	-1 133 706,69	-949 007,41
General administration, total	-4 418 665,40	-4 359 262,09
Allocation to the units	3 781 435,08	3 676 548,66
Unallocated administrative costs	-637 230,32	-682 713,43
Membership revenue		
Committee membership revenue	17 456,91	18 640,00
Committee membership expenses	-2 972,40	-4 314,52
Committee membership revenue, total	14 484,51	14 325,48
Cost surplus	-202 432,24	-225 777,29
Investment and financing activity	52 432,24	85 777,29
Public support	150 000,00	140 000,00
SURPLUS/DEFICIT FOR THE FINANCIAL PERIOD	0,00	0,00

BALANCE SHEET

ASSETS	31.12.2014	31.12.2013
FIXED ASSETS		
Intangible assets		
Intangible rights	285 727,20	262 758,15
Tangible assets		
Machinery and equipment	13 798,14	19 770,96
Investments		
Other stocks and shares	61 497,09	8 333,33
FIXED ASSETS	361 022,43	290 862,44
CURRENT ASSETS		
Long-term receivables	90 000,00	180 000,00
Short-term receivables		
Sales receivables	108 031,46	2 341,00
Other receivables	4 684,05	2 878,36
Accrued income	1 086 249,39	711 542,39
Financial securities		
Other securities	0,00	0,00
Cash and cash receivables		
Cash and cash receivables	12 856 581,05	12 692 469,35
CURRENT ASSETS	14 145 545,95	13 589 231,10
ASSETS	14 506 568,38	13 880 093,54
LIABILITIES		
EQUITY		
Other funds		
Reserve fund	1 276 736,83	1 276 736,83
Other funds	169 314,79	169 314,79
Retained surplus	748,96	748,96
Surplus from the financial period	0,00	0,00
EQUITY	1 446 800,58	1 446 800,58
EXTERNAL LIABILITIES		
Short-term		
Advanced payments received	207 975,00	0,00
Accounts payable	187 898,35	121 496,34
Debt to UNICEF	12 261 450,75	11 917 905,16
Other debts	47 393,64	48 115,71
Accrued expenses	355 050,06	345 775,75
EXTERNAL LIABILITIES	13 059 767,80	12 433 292,96
LIABILITIES	14 506 568,38	13 880 093,54

NOTES TO THE FINANCIAL 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 depreciation

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

Current assets

The Committee has no current assets.

Stock and shares

Valuation of stock and shares is according to acquisition costs.

Quoted shares received from wills and donations are entered at the price on the closing day.

Support Funds

Grants from the Ministry for Foreign Affairs and communication and project support received from the Ministry of Education and Culture are 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 on the Income Statement under the item "Committee activities."

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

Unlike in previous years, sales of licensed products and campaign products are not itemized as their own entry; instead, product sales have been included in income from corporate fundraising and voluntary activities.

Contrary to previous years, the Ylen Hyvä Foundation and the Thirst campaign have been included in voluntary activities. The reference data have been adjusted accordingly.

Result for the financial period

The Committee does not accumulate capital and it does not aim to generate a 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 for the financial period is recorded on 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. NOTESTO THE INCOME STATEMENT

3.1. Total income and expenses	2014	2013
Total income		
Fundraising	19 187 963,38	19 367 119,91
Committee activities	17 456,91	18 640,00
Appropriations for communications and project support	467 150,00	310 566,00
Public support	150 000,00	140 000,00
Support from UNICEF	0,00	43 656,96
Investment activities	52 432,24	85 777,29
Extraordinary items		
Income, total	19 875 002,53	19 965 760,16
	2014	2013
Total expenses		
Fundraising	4 357 431,56	4 517 505,92
Contributions to UNICEF	13 261 145,75	13 475 817,86
Domestic activities	1 616 222,50	1 285 408,43
Committee activities	529 209,54	597 779,28
Depreciation	110 993,18	89 248,67
Expenses, total	19 875 002,53	19 965 760,16
Result for the financial period	0,00	0,00
Surplus/deficit for the financial period	0,00	0,00

3.2. Appropriations for communications and project support

Project and communications appropriations	Appropriation	Used in 2014
Ministry for Foreign Affairs:		
- Communications appropriation for development communication and global education	216 000,00	155 750,00
- Uganda project	341 925,00	269 889,00
Ministry of Education and Culture:		
- Children's human rights education project	80 000,00	30 161,00
National Board of Education:		
- Teachers' continuing education project	37 200,00	11 350,00
Total	675 125,00	467 150,00
Deferred to the year 2015		207 975,00

3.3 Investment and financing activities	2014	2013
Interest income	52 432,24	85 777,29

4. NOTES ON BALANCE SHEET'S ASSETS

4.1. Intangible assets	2014	2013
Net expenditure 1.1.	262 758,15	63 565,02
Increase	122 212,81	277 437,92
Deductions	0,00	0,00
Net expenditure 31.12.	384 970,96	341 002,94
Depreciation	-99 243,76	-78 244,79
Net expenditure after depreciation	285 727,20	262 758,15

4.2. Machinery and equipment	2014	2013
Net expenditure 1.1.	19 770,94	23 698,89
Increase	5 776,60	7 075,95
Deductions	0,00	0,00
Net expenditure 31.12.	25 547,54	30 774,82
Depreciation	-11 749,42	-11 003,88
Net expenditure after depreciation	13 798,12	19 770,94

4.3. Stock and shares	2014	2013
Other stock 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	2014	2013
Purchase money claim, shares in property at Perttulantie	90 000,00	180 000,00

4.5. Accrued income	2014	2013
Fundraising receivables	362 448,70	550 081,66
General administration receivables	723 800,69	161 460,73
Receivables, total	1 086 249,39	711 542,39

4.6. Other securities	2014	2013
Nordea money market deposit	0,00	0,00
Helsingin OP money market deposit	0,00	0,00
Danske Bank	0,00	0,00
Money market deposits, total	0,00	0,00

5. Details on balance sheet liabilities

5.1. Shareholders' equity	2014	2013
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.	748,96	741,93
Decrease/increase	0,00	7,03
31.12.	748,96	748,96
Surplus/deficit for the financial period	0,00	0,00

5.2. External liabilities

Short-term	2014	2013
Advance payments received	207 975,00	0,00
Accounts payable	187 898,35	121 496,34
Debt to UNICEF 1.1.	11 917 905,16	10 673 402,98
Contributions during the financial year	-11 752 597,83	-10 201 975,49
Increase from the financial year	13 261 145,75	13 475 817,86
Advance contributions	-1 165 002,33	-2 029 340,19
Debt as of 31.12.	12 261 450,75	11 917 905,16

Accrued expenses		
Annual leave accrual	337 867,85	332 788,44
Other accrued expenses	17 182,21	12 987,31
Accrued expenses 31.12.	355 050,06	345 775,75

6. LEASING COMMITMENTS

	2014	2013
Payable in the coming year	40 520,30	44 897,26
Payable later	55 110,15	50 461,27
Leasing commitments, total	95 630,45	95 358,53

7. NOTES ON THE PERSONNEL

Number of employees at year's end	2014	2013
Permanent employees	53	48
Project and part-time workers	11	14
Total	64	62

Itemization of personnel expenses	2014	2013
Wages and salaries	2 408 385,75	2 549 017,16
Remuneration	30 622,00	24 397,64
Pension costs	428 167,74	342 721,40
Other statutory social security costs	90 434,92	178 138,92
Total	2 957 610,41	3 094 275,12

Wages and salaries	2014	2013
Executive Director's wages and remuneration	79 500,00	79 500,00
Remuneration of Board members	0,00	0,00
Total	79 500,00	79 500,00

8. CONTRIBUTION INFORMATION

Pursuant to the Joint Strategic Plan agreed with the principal organization, the 2014 contribution percentage amounted to 69 percent of total income.
The overall contribution percentage stood at 69%, as agreed.

8.1. Income and contributions from fundraising

Fundraising	2014	2013
Gross income from product sales	19 187 963,38	19 367 119,91
Change from the previous year	-0,93 %	4,49 %
Total contribution	13 261 145,75	13 475 817,86
Change from the previous year	-1,59 %	3,04 %

Contribution targets

UNICEF's international programs	2014	2013
Health	228 395,89	
Education	1 077 651,26	
Protection of children's rights	152 908,75	
Emergency aid	820 000,00	
Water and sanitation	290 000,00	
Children and AIDS	285 000,00	

Contributions to UNICEF's

international programs, total	2 853 955,90	3 894 340,03
Share of total contribution	21,52 %	28,90 %

UNICEF's Regular Resources

Contributions to UNICEF's

Regular Resources, total	10 407 189,85	9 581 477,83
Share of total contribution	78,48 %	71,10 %

Total contribution 2014

Share of fundraising	69,1 %	69,6 %
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Account books in use during the financial period:	Filing format
Journal	electronic
General ledger	electronic
Accounts ledger	electronic
Bound balance sheet book	hard copy

Receipt types in use during financial period:

Heading	Type	Filing format
Credit note	HL	Hard copy
Debt 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

	2014		2013		2012	
	EUR M	%	EUR M	%	EUR M	%
Gross income from fundraising	19,2		19,4		18,5	
Fundraising expenses	2,7	14 %	2,6	13 %	2,5	13 %
General expenses	1,9	10 %	2,1	11 %	1,9	10 %
Domestic work	1,4	7 %	1,3	6 %	1,1	6 %
Contributions to UNICEF	13,3	69 %	13,5	70 %	13,1	71 %
		0 %		0 %		
Wages and remuneration for the financial period	2,4	13 %	2,6	13 %	2,4	13 %
Average number of employees*	86		82		80	

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



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This document is an English translation of the Finnish auditor's report. Only the Finnish version of the report is legally binding.

AUDITOR'S REPORT

To the members of Suomen UNICEF ry, Finland's UNICEF rf

We have audited the accounting records, the financial statements, the report of the Board of Directors and the administration of Suomen UNICEF ry, Finland's UNICEF rf for the year ended 31 December, 2014. The financial statements comprise the balance sheet, the income statement and notes to the financial statements.

Responsibility of the Board of Directors

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

Auditor's Responsibility

Our responsibility is to express an opinion on the financial statements and on the report of the Board of Directors based on our audit. The Auditing Act requires that we comply with the requirements of professional ethics. We conducted our audit in accordance with good auditing practice in Finland. Good auditing practice requires that we plan and perform the audit to obtain reasonable assurance about whether the financial statements and the report of the Board of Directors are free from material misstatement, and whether the members of the Board of Directors are guilty of an act or negligence which may result in liability in damages towards the association or 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 26 March 2015

Heidi Vierros
Authorized Public Accountant

Susanna Saarikari
Authorized Public Accountant



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