



FROM THE EXECUTIVE DIRECTOR

In 2012, UNICEF Finland was able to report much good news. The mortality rate of small children has been reduced by almost half in twenty years. Polio is almost eradicated from the globe, an increasing number of girls are able to go to school, and 80 per cent of the world's population has access to clean water.

It is also good news that the Committee introduced international principles to assist Finnish companies in acting to improve the position of children both in Finland and abroad. And it is excellent news that the number of pledge donors reached the impressive number of more than 77,000 at the end of the year. The steady increase in the number of donors year after year shows that people care.

The good news is the result of joint efforts, and the thanks for this goes to us all. Governments, organizations, communities, donors, experts in various fields, and ordinary people have each played their part for a better world.

It is this precisely that is the power of UNICEF. It allows various parties to work together to promote children's rights. Warm thanks to all our supporters. Thank you for working with UNICEF Finland to create permanent changes for children all over the world.

Marja-Riitta Ketola
Executive Director
UNICEF Finland



WHY IS UNICEF NEEDED?

She was born in one of the poorest countries in the world. The place does not even matter, as there are poor families everywhere.

She survived, even though a midwife did not help her mother and her mother did not know that breast milk would have been the best food for her. She survived bouts of diarrhea and pneumonia, even often repeated malaria. Not everyone survives. Every year, almost seven million children die before their fifth birthday.

Now she is six years old, but small for her age. This is due to continuous malnutrition. For the same reason, she may have to go to school in the evening shift. In some countries, only good students can go to school during the day.

What does she dream of? Perhaps an occupation and her own house. Perhaps, also, for an opportunity to come her way.

She does not yet know that not everyone wishes her well. Even those who wish to help may lack the means to do so. If she becomes pregnant as a teenager, her risk of dying during pregnancy or at childbirth is double that of an adult woman. She could be the girl in the photograph or some other child – almost anywhere in the world.

The world of the next generation does not have to be this way. Things can be changed.

In most cases, a child's life can be saved through affordable and simple actions. This is exactly what has been done. Last year, the number of children that died is almost half of the number twenty years ago. The number of people without access to clean water has also been halved in the world, and almost as much progress has been made with regard to education. Currently, 83 per cent of children in developing countries start school.

Nevertheless, children still die of diseases that could easily be prevented. Nevertheless, many children cannot go to school or the teaching is so poor that they do not even learn how to read or count.

Nevertheless, 215 million children have to go to work, and approximately 1.2 million children annually become victims of human trafficking. Nevertheless, many children have to be afraid of matters that no child should have to fear.

That is why UNICEF exists.



GOOD NEWS IN 2012



A BIG STEP TOWARDS A WORLD WITHOUT POLIO

Polio, which paralyzes children, is disappearing from the earth at a high rate. In January 2012, India celebrated its first year ever without polio, which was excellent, important news. India celebrated the first year ever without polio. In 2009, half of the world's polio cases were still occurring in India.

The work against polio continued effectively throughout the year. During the end of March and the beginning of April, approximately 111 million children under the age of five were vaccinated in regions of Western and Central Africa.

The campaign carried out in twenty countries was an indication of a global will to eradicate polio. The vaccinations were implemented by tens of thousands of volunteers going from door to door with the aim of vaccinating every child.

On a global scale, a total of 429 million children were vaccinated against polio last year.

A polio-free world is now closer than ever. In 1988, more than 350,000 polio cases were registered – in 2012, only

PERMANENT CHANGES, EVERYWHERE IN THE WORLD, FOR EVERY CHILD

In the past 66 years, UNICEF has influenced the lives of billions of children. The Committee does its best to ensure that children's rights are realized both around the world and here in Finland.

UNICEF'S MISSION

The United Nations Convention on the Rights of the Child is the human rights convention that has been ratified the most extensively in the world. UNICEF has been entrusted with the mission to promote and monitor the understanding and implementation of the Convention. As the United Nations' children's organization, UNICEF holds a unique position as the partner of governments and decision-makers. By changing structures we can achieve permanent changes that are multifold with regard to the resources we use.

UNICEF plans and carries out its developmental scheme in co-operation with governments, public authorities, international and national organizations, village communities, parents, and children. It influences both attitudes and legislation in order to realize the basic rights to health, education, equality, and security for every child.

The work begins even before a child is born, and continues up to adulthood and parenthood. As an independent UN organization, UNICEF has a chance to reach all children, regardless of nationality, religion, and political convictions.

UNICEF works everywhere. It has a presence in more than 190 countries from the Nordic countries to North Korea and from Somalia to Syria. It equals 11,000 committed employees who together with partners and donors work for every child. Every day, everywhere.



THE WORST WAS AVOIDED IN THE SAHEL FOOD CRISIS

A year ago, UNICEF warned that as many as 1.1 million children were on the brink of serious malnutrition in the Sahel area, which was suffering from drought. Seriously undernourished children are nine times more likely to die than healthy children. Even when malnutrition does not kill, it leaves permanent traces by affecting a child's mental and physical development.

However, the worst was avoided thanks to rapid aid. As many as 850,000 seriously undernourished children received vital treatment in the nine countries of the food crisis area.

EVER FEWER CHILDREN BECOME INFECTED WITH HIV

The combat against HIV/AIDS continued productively. According to the study published on World AIDS Day, December 1, children's HIV infections have decreased rapidly: in 2009, approximately 430,000 children acquired HIV, whereas in 2011 the figure was 330,000.

The majority of children get the infection from their mothers during childbirth or breastfeeding. With medication, a child's risk of infection drops to less than two per cent.

When UNICEF and its partners started the global Children and AIDS campaign in 2005, only about ten per cent of pregnant mothers received the right kind of treatment to prevent a mother-child infection. Currently, approximately half of HIV positive mothers are within the scope of the program.

Exercise II: Moussa Kone would like to go to Canada
to work as a driver. He was born Tuesday May 10th,
1980, in Mopti, Mali. He lives in Badakabougou,
street 630, door 150. His phone number is 66-
05-85-48. He is a seller at Bozola, Bamako.
He speaks Bamana, French and English. He
likes football and music. He is muslim.
Fill a form for him.

Wednesday, December 5th, 2012

THIS IS HOW THE FUNDS WERE USED

(a stay of 15 days) in Mali here.

The boss called us for two hours' meeting about some school
boss called for a two hour meeting about some school problems.

needed some month's rest at that time.

some month rest at that time.

in two week travel to the U.S.A next week

two weeks' travel to the U.S.A next week

as come for a 15 day stay in Mali here.

was come for 15 days' stay in Mali here

IN 2012, UNICEF FINLAND SUPPORTED THE WORLD'S CHILDREN BY EUR 14.2 MILLION.

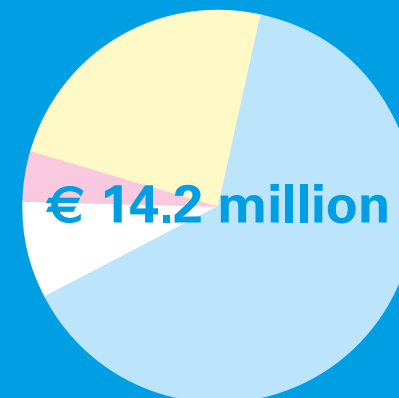
THIS IS HOW THE FUNDS WERE USED:

24% NON-THEMATIC AND THEMATIC PROGRAMS

4% HUMANITARIAN AID

8% DOMESTIC WORK

64% REGULAR RESOURCES







© Laura Ahola / 2012 / Guatemala

WORK AGAINST MALNUTRITION BRINGS RESULTS IN GUATEMALA

In October 2012, the actor Nicke Lignell traveled to Guatemala to become familiar with UNICEF's work. Among others, he met 11-year-old Melany and her little brother, six-month-old baby Dilan.

Melany is very small as she has suffered from chronic malnutrition all her life. Now Dilan has received a better start in life.

The family has gained access to the nutrition program supported by UNICEF. The program informs mothers of the importance of breastfeeding and advises what kind of food the child needs after breast milk. Approximately half of Guatemalan children suffer from malnutrition; the figure is even higher in Melany's native locality.

REGULAR RESOURCES

Regular Resources (RR) is the core of UNICEF's work. Its funds are used to implement long-term development programs which reach the most vulnerable children all over the world.

Regular Resources funding is not linked to any particular country, theme, or project. That is why UNICEF is able to flexibly channel the resources where children most direly need them. In this way, it is possible to plan and carry out long-term work even in places that are never in the limelight of publicity.

Regular Resources are also important for the promotion of equality in countries where increasing economic figures hide great inequality. The most vulnerable children need support, regardless of where they have been born.

Just less than half of Regular Resources are channelled to health; UNICEF takes care that clean water, sufficient food, vaccinations, and other healthcare are available to every child. RR also play an important role in the organization of equal education and protection and in the work against HIV/AIDS.

In geographical terms, the majority of Regular Resources were channelled to Africa and the least developed countries in the world in 2012.



SIERRA LEONEAN CHILDREN RECEIVED FREE HEALTHCARE

Wyah Coroma, 25, has just given birth. The baby is healthy and asleep. The place is Kenema Hospital in Sierra Leone.

Just a few years ago, Wyah would not necessarily have come to a hospital to give birth as she could not have afforded it. Currently, Sierra Leone guarantees free healthcare for pregnant and breastfeeding women and for children under the age of five.

UNICEF played a significant role in the development and implementation of the reform that arose on the President's initiative.



DREAMS COME TRUE

Siaka Diallo, living in Burkina Faso, could only go to school at the age of 16 when a child-friendly school was opened in his home village of Sokoron with the support of UNICEF's Schools for Africa campaign.

The school has a special class for children who are taught to read and write in addition to an occupation. This suits Siaka, as he has for a long time dreamed of becoming a tailor.

Forty per cent of young people in Burkina Faso had little or no primary schooling at all, as they have had to work instead of going to school.

UNICEF's Schools for Africa campaign, supported by Finnish students and companies, supports the poorest countries in Africa to develop their comprehensive school systems so that all children can go to school and complete their studies.

NON-THEMATIC AND THEMATIC PROGRAMS

Major donations can be allocated to a certain country, project, or theme. Finnish people support education and health, in particular.

The allocation of funds is only cost-efficient if the sum is sufficient. That is why the funding of non-thematic and thematic programs mainly comes from companies, major donors, or other parties committed to funding. In 2012, such programs operated in the following countries: Bolivia, Brazil, South Africa, India, Kenya, Nepal, and Zambia.

In addition, UNICEF Finland funds two thematic programs where a large number of people support the same theme. In 2012, the themes were education and the work against HIV/AIDS. The funds for the education theme came from campaigns implemented at schools, in other words, the UNICEF Walks and the One-Day-Work for UNICEF (see page 26). The HIV/AIDS theme, in turn, was mainly funded so that some of the pledge donors allocated their second donations to HIV/AIDS work.

Outside the traditional non-thematic and thematic program support, UNICEF Finland has co-operated with Aalto University, developing innovations to improve the lives of Ugandan children.



WELCOME TO OUR HOME, WE HAVE BUILT A TOILET!

Fifteen-year-old Sapna lives with her family in Haripuri, a village in Madhya Pradesh in India. With regard to toilet practices, the village has lived in the traditional manner – that is – without toilets. People have regarded the toilet as something sordid, and who would want something like that in the middle of one's home? Except that nowadays they do want it, and it thanks for that goes to Sapna and the other children of the village.

Sapna's school is involved in UNICEF's Water and Sanitation program, where children concretely learn the meaning of hygiene by playing and singing, for example. The students share their new information and skills with their siblings and parents at home. Because parents are proud of their children's school attendance, they are also ready to receive learning. Although no father in India is really ready to build a toilet after two days of persuasion.

However, the persistence of children bears fruit. In the Haripuri village, a number of fathers and mothers eventually built toilets as part of the home, and even washing facilities. This toilet is the greatest cause of pride for these students. At the same time, this means that the entire family remains healthier, and the children are able to go to school because they are not continually ill. Toilets built in schools – separate ones for girls and boys – guarantee, among other things, that girls do not unnecessarily drop out of school at the threshold of the teenage years.

In a country where 600 million people live without any sanitation, a toilet, clean water and soap can work miracles.

The program is funded by UNICEF Finland's partners, the Eva Ahlström Foundation and Lindström Oy.





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BREAKING DOWN PREJUDICES

Nine-year-old Madina (name changed) participates in art therapy at the day club for HIV positive children supported by UNICEF in Tashkent, the capital of Uzbekistan.

The club is a part of a project where children and their families are offered psychosocial support, healthcare services and legal aid.

HIV positive children face a lot of discrimination resulting from lack of information. At the club, Madina can play and learn interactive skills out of the range of cruel tongues. The project also carries out educational work that breaks down the prejudices related to HIV.



HUMANITARIAN AID

In 2012, news from crisis areas focused on two locations: Sahel suffering from hunger and Syria crushed by civil war. UNICEF also helped children in more than two hundred other crisis situations which received much less public attention.

In disaster situations, UNICEF's mission is to help children survive. It distributes emergency food and ensures that children have clean water, healthcare, and protection and that they can continue to go to school.

Because UNICEF has a permanent presence all over the world through its country offices, it is possible to take immediate action. Its local knowledge and network are important – as are the four crisis-ready central warehouses (Copenhagen, Dubai, Shanghai, and Panama), from which emergency supplies can quickly be sent to their destinations.

The work is done in co-ordination with the government of the country and other aid organizations, according to the needs at any given time and the expertise of the organizations.

Humanitarian aid helps people through an extreme crisis. In recent years, studies have been started to determine how operations could be developed so that local actors and aid organizations would support communities to be prepared for future crises as well. UNICEF plays an important role in this work due to its long-term experience.

In 2012, the humanitarian aid donations of the supporters of UNICEF Finland were channelled to Sahel and Syria. In addition, the Finnish Ministry of Foreign Affairs contributed EUR 7 million directly to the international UNICEF for humanitarian aid work in the Sahel area, Pakistan, Haiti, the Philippines, Central Africa, and Yemen.

Even though the Sahel and Syrian crises received the most public attention, no crisis rose to such a position in the media that it would have enabled fundraising through a large humanitarian aid campaign.



SIDIAHMED IS ABLE TO PLAY AGAIN

December 2012 in the Kaed Hospital in Mauretania. Fatimatou is humming softly and rocking nine-month-old Sidiahmed in her arms. Sidiahmed is cooing and smiling at his mother. Both are visibly feeling good.

Yet only a month before, everything was different. "My son did not play. He refused to take breast milk and in the end did not move. I was very worried and could do nothing but cry," says the young mother.

Mauritania is located in the Sahel area in Africa, where drought and an increase in food prices put over a million children in mortal danger in 2012. "We had nothing to eat," Fatimatou reminisces.

Finally, Fatimatou's brother took the mother and son to the nutrition center supported by UNICEF. Mari, the local nurse, received them at the center. "She told me that my son was undernourished and therefore weak, but that he would get treatment and would recover fully. I was really relieved," says Fatimatou.

The mother and son started to go to the nutrition center regularly. At the center, undernourished children are measured and weighed, and they get additional nutrition and medication. In addition, mothers are advised on matters related to health, hygiene, and the right kinds of food.

A tent with toys has been set up beside the center. Smiling Fatimatou sits on the floor of the tent and gives Sidiahmed a toy guitar. The boy waves the guitar and is delighted when he is able to make a sound.

"When children are playing and bustling, their appetite also awakens. And when they eat well, they are happy. And when they are happy, they also want to play and move. I think that playing is really important for a child," explains Fatimatou.

Fatimatou now dares to think about the future. "I hope that Sidiahmed remains healthy," she says and her gaze follows her son crawling on the floor. "I want him to go to school. I hope that he will be successful and become a good man."



In 2012, UNICEF Finland paid particular attention to well-being at school, which the United Nations' Committee on the Rights of the Child has instructed Finland to explore.

UNICEF Finland challenged the Ministry of Education and Culture to fund a study on the topic and co-ordinated its implementation and publication at the expert seminar organized just before Universal Children's Day.

The study, "Hyvä koulu, paha koulu – kouluhyvinvointia hakemassa" (Good School, Bad School – Seeking Well-Being at School), recommends that the ways of student participation as well as the methods and content of teaching be developed so that learning brings joy and experiences of success to every student.

The annual Child Rights Advocate award of UNICEF Finland was also granted to agents promoting well-being at school. The Appointment Committee composed of experts chose all student counselors and school assistants in Finland as the recipients of the honor.

The award was granted to the representatives of the profession by UNICEF Finland's patron, Ms. Jenni Haukio, the wife of the President of the Republic.

DOMESTIC PROGRAM WORK

When Finnish children needed help in 1947–51, UNICEF delivered it to them. Currently, UNICEF Finland's domestic program work promotes equality and participation among children.

There are gaps in the realization of children's rights even in Finland. The challenges are equality and participation, in particular.

Participation refers to the right of a child to receive information in an understandable manner and to influence matters concerning himself or herself. Equality means that every child has the same rights to grow and develop in a safe environment that values the child. Equality includes the prohibition of discrimination: no children may be discriminated against due to their own or their parents' appearance, origin, opinions, or other characteristics.

It is UNICEF's aim to create permanent changes in social structures and in people's attitudes. UNICEF Finland carries out advocacy work among public authorities and decision-makers so that laws and practices and the use of government funds function in children's best interests. It also strives to change citizens' attitudes by communicating and campaigning for children's rights.

In addition, the Committee implements pilot projects for the purpose of creating operating models that promote children's rights.

In 2012, the projects were the following:

The Child-Friendly Municipality project directed at municipalities. At the pilot stage, the partner was the City of Hämeenlinna. The project will be expanded from the beginning of 2014.

The Child Rights Actively! organization co-operation project, directed towards educators, looks for ways to teach children's rights through functional teaching methods suitable for Finland.

Roma school visits, about which you can read more below.

Additional information is available at www.unicef.fi/tyomme_suomessa



EVERY CHILD AND YOUNG PERSON HAS A RIGHT TO NON-DISCRIMINATION

" "Now that I have seen you here at our school a number of times, I notice that I think differently about the Roma. When I saw a Roma woman at the store yesterday, I did not see a pile of velvet. I saw a woman." This was the feedback given by a school employee about the Committee's project that began in March 2012.

In the Roma school visits project, school visitors with Roma backgrounds visit schools, telling what it is like to live as a Roma person in Finland and what kind of traditions are included in the Roma culture. The project increases awareness of the Roma culture and thus decreases prejudices and discrimination. At the same time, the project empowers young project workers through education and regular counselling.

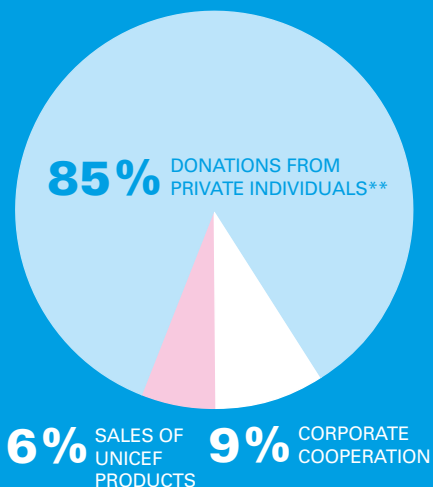
In the photograph, Tamara Lindgren visits the Kulosaari Coeducational School in March 2013. In addition to the Roma school visits, the Committee organized UNICEF lectures for approximately 6,000 students and intensified its connections with teacher education institutions and teachers.



THIS IS HOW THE FUNDS WERE RAISED



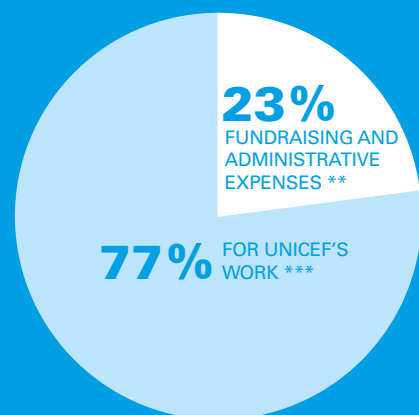
FUNDRAISING*



*In addition, the Ministry of Foreign Affairs and the Ministry of Education and Culture supported domestic work by EUR 242,000.

**Pledge donations 58%, school campaigns 7%, Thirst-weeks 1%, others 9%

SHARE OF EXPENSES



**Including fundraising expenses of 14%

***6% for domestic program work

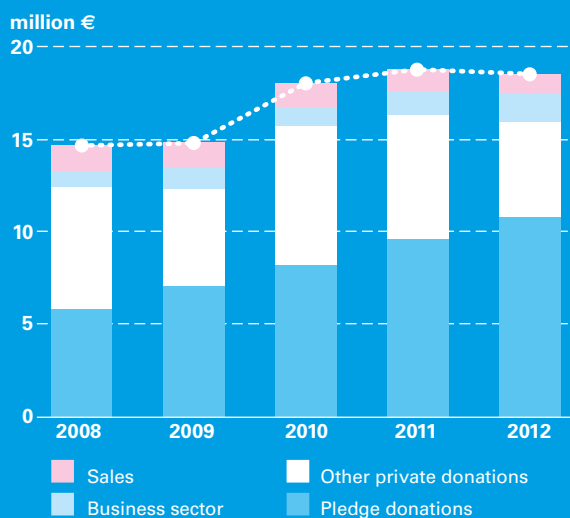
UNICEF Finland's operations are based on voluntary donations. It is one of the leading fundraising organizations in Finland.

In 2012, it raised

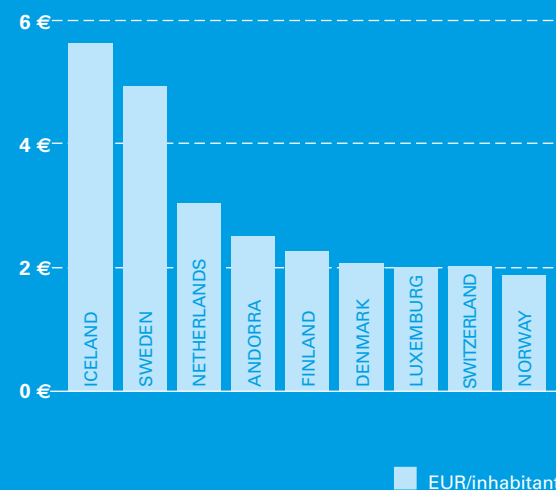
EUR 18.5 million

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

DEVELOPMENT OF FUNDRAISING



SUPPORT OF FINNISH PEOPLE TO UNICEF





TRUST IS OUR MOST IMPORTANT TOOL

The fundraising field has changed in the past few years. The Internet and social media have created new forms of international campaigning, and the number of fundraisers has increased.

It is important that established, responsibly operating organizations co-operate, so that donors can be certain that the aid reaches its destination and that operations are ethical in the future as well. This is aimed for, for example, by harmonizing procedures and emphasizing the transparency of reporting.

The cost percentage of UNICEF Finland was 23 in 2012. This means that, for every euro raised, 77 cents are used for UNICEF's program work for the benefit of children of the world.*

The accounts of UNICEF Finland are audited by PricewaterhouseCoopers. The accounts of the international UNICEF are also audited by external parties, and its financial statements, as well as the assessments concerning the productivity of operations, are public.

Additional information is available at www.unicef.fi/tietoa-taloudesta

*) The gross income does not include support by the Finnish Ministry of Foreign Affairs to the international UNICEF. In 2012, it amounted to approximately EUR 32 million.



"Here in Finland school attendance is considered an unpleasant duty, whereas somewhere else it is a longed for privilege. Even a small monthly donation may enable the fulfillment of that dream for a number of children in another part of the world. So why not become a pledge donor?"

Pledge donor
Anna-Maija Saikku
principal, Vesanto

Anna-Maija has been a pledged donor since 2003, when her six-year-old daughter encouraged her to join.

DONATIONS FROM PRIVATE INDIVIDUALS

By far, the majority of the funds raised come from private individuals. 2012 showed that the children of the world are in Finnish people's hearts even in economically uncertain times.

PLEDGED DONATIONS

Nearly 60 percent of the all the funds raised in 2012 came from pledged donations. At the end of the year, there were 77,300 pledged donors, i.e. 1.4% of Finnish people. A pledged donation is the most cost-efficient way of donating money to UNICEF's work.

New pledged donors were particularly gained through the inspiration of TV shows, when the MTV3 channel dedicated one show of its most popular entertainment programs – Putous and Dancing with the Stars – to UNICEF. Another important recruitment method of pledged donors was face-to-face marketing.

THIRST WEEKS

The campaign organized by UNICEF every spring to raise one-off donations for the children of the world is called Thirst. During the Thirst weeks held before the First of May, a total of EUR 230,000 was raised to mitigate the drought crisis in the Sahel area in Africa. The Thirst weeks included a box collection implemented by 38 UNICEF volunteer groups and a restaurant collection. More than 400 restaurants and coffee shops together with their patrons participated in the restaurant collection now organized for the fourth time.

SCHOOL CAMPAIGNS

The Committee's school campaigns, UNICEF Walks and the One-Day-Work for UNICEF, offer children and young people a concrete way to participate in helping the children of the world and provide teachers with useful materials for global solidarity education.

In 2012, students raised funds for the Schools for Africa campaign, which helps children to go to school in the eleven poorest countries in Africa.

Close to 1,000 schools and 200,000 students participated in the school campaigns – approximately one-third of the comprehensive schools and upper secondary schools in Finland. The income was EUR 1.2 million. The sum is so large that it is enough for, for instance, school attendance by 120,000 children in Mozambique for a year.

OTHER WAYS TO DONATE

A large number of Finnish people regularly make one-off donations to UNICEF. It is also possible to remember the children of the world through a legacy. In addition, the annually elected UNICEF City offers a number of ways to participate. In 2012, the UNICEF City was Hämeenlinna. In 2012, the Committee also received significant large donations.





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"Participation in the Thirst weeks is practically effortless for both the staff of the restaurant and its patrons. There is surely no restaurant that could not participate in such a good cause for a few weeks a year. With positive encouragement, we reached a good result."

Restaurant director
Mikko Virtanen
Restaurant Kappeli, Helsinki



Kappeli was the restaurant which raised the most funds during the Thirst weeks.





©Hemmo Leinonen

"My goal was to raise more funds than last year and to obtain money for four wells... When the sponsors heard how much I had run, some of them paid even more than they had promised, because they thought the thing was so great."

UNICEF Walk participant
Elmeri Leinonen
Sixth grade of the Mutala School,
Ylöjärvi

Elmeri walked 21 kilometers on a UNICEF Walks day and raised more than EUR 2,300 for the school attendance of African children. The amount will be enough to provide six wells, for example. Elmeri was sponsored by 52 private individuals and companies. The 2012 school-specific walking master contest was won by the Selänpää School from Kouvola.



"The children and grandchildren in my family have already won the lottery by being born into a welfare state. The majority of the children in the world are not as lucky. That is why I support UNICEF, which carries out high-quality work to help the most vulnerable children. We live in a global world, and I feel that my legacy will build a better world not only for unknown children who are in need, but also for our grandchildren. Miserliness is the worst enemy of humanity."

Monica Lindgren
retired restaurant manager,
Raasepori

Monica has remembered UNICEF in her will, which she made in 2007.





PRODUCT SALES

Many of our supporters' first recollection of UNICEF is of a UNICEF card brought by the post. In 2012, a wind of change blew through UNICEF Finland's product sales.

When UNICEF Finland was established in 1967, the cornerstone of its operations was the sale of UNICEF cards and UNICEF products. However, the costs related to the sale of international products have become so high that a decision was made to terminate sales in 2012.

However, sales do not cease altogether. The Committee is developing a new model that will be based on Finnish products. In view of this, it deepened its cooperation with Paletti Oy, which had been established earlier.

The manufacture and sales of the Anna and Toivo dolls, hand-made by UNICEF volunteers, will also continue normally.



"I buy UNICEF products, as the funds serve a good purpose."

Suvi Huotari
purchaser of a UNICEF product, Helsinki

Suvi purchased UNICEF products as Christmas presents at the sales outlet at Stockmann in December 2012. Product sales were implemented together with UNICEF local groups. In addition, products were sold at an online store.



"We at H&M thought that it was great that we could support UNICEF's valuable work and offer our customers an opportunity to help the children of the world by donating to UNICEF at our stores. We naturally have to thank our customers for the magnificent result as they participated in our campaigns in multitudes."

Marika Pyykkö
National manager of H&M Finland

In 2012, two Euros for UNICEF? campaigns were organized at Finnish H&M stores. They raised close to EUR 200,000 for UNICEF's work.

CORPORATE CO-OPERATION

In 2012, companies operating in Finland supported UNICEF with a larger sum than ever before. The content of co-operation also deepened.

UNICEF has co-operated with business for decades. Working for children helps to build strong, educated societies, which are vital for a stable and sustainable business environment.

UNICEF Finland offers many ways to get involved. A company may, for example, contribute to UNICEF Regular Resources through one-off donations or as a pledged donor. In 2012, companies also diligently participated in the Committee's Joku järki Christmas campaign, where companies that had had enough of exchanging business gifts delighted their stakeholders by themselves helping the children of the world.

For those who are ready to commit themselves to considerable support for the children of the world, it is worthwhile considering corporate partnership. Corporate partnership is long-term and deep co-operation combining the interest of the children of the world and the business operations of responsible companies. Corporate partners respect children's rights and shoulder their responsibility as corporate citizens.

In 2012, UNICEF Finland's co-operation with Nokia expanded to a global scale. The agreement is an example of a new kind of thinking where cooperation stems from the company's core business. The co-operation with Nokia is implemented through two Voices of Youth projects operating in Kenya, South Africa, and Zambia. The projects promote the digital literacy of the young and teach young people to use digital services securely and usefully.

The Committee also took significant steps in the development of new procedures. It launched study conducted on the co-operation between organizations and large companies and started a national dialogue on children's rights and business principles.

In 2012, UNICEF Finland's most significant corporate partners were Amway Scandinavia, Hannes Snellman Attorneys Ltd,

buy aid Finland Oy, Dramaforum Oy, the Eva Ahlström Foundation, Finnair Plc, Hennes & Mauritz Oy,

IKEA Oy, Lindström Oy, MTV Corporation, Nokia Corporation, Pohjantähti Oy. In addition, Kesko Food Ltd was involved in UNICEF's co-operation campaign and Procter & Gamble.

Additional information is available at www.unicef.fi/yritykset.



NEW WAY TO SUPPORT COMPANIES: CHILDREN'S RIGHTS AND BUSINESS PRINCIPLES

Companies can improve the position of children in multiple ways. The Committee believes that many would be willing to do more if they only knew what to do and how to do it.

Children's Rights and Business Principles, the international initiative of UNICEF, the United Nations' Global Compact and the Save the Children organization arose for this purpose. The Committee launched it in Finland in October 2012.

The initiative contains ten principles through which the Committee helps companies to identify all those areas of their operations in which they can create permanent improvements in children's lives. Such areas include, for example, the working conditions of young employees and children's parents, environmental matters, advertising, and what kind of products and services are produced.

A company's operating conditions are always better in an environment where it is experienced as a responsible operator.

Children are the future customers and employees of companies. Some of them will also be decision-makers who will influence the operating environment of companies in the future.



A young boy is standing in a field of tall, vibrant green grass. He is positioned on the left side of the frame, with his back to the camera, looking out over the field. The grass is dense and reaches up to his chest. The lighting is bright, suggesting a sunny day. The overall mood is peaceful and hopeful.

INSPIRING VOLUNTARY WORK



THE JOY OF DOING

Voluntary work is a significant part of the Committee's operations. Volunteers include both ordinary people and public figures involved in the operations in various ways.

There are close to 2,000 UNICEF volunteers in Finland, and more than forty local groups of volunteers. Volunteers act for children in many different ways. In 2012, they raised a total of approximately EUR 0.9 million for UNICEF's work.

The traditional autumn meeting of volunteers was held in Hämeenlinna. Close to 150 participants were gathered there to learn about UNICEF's work. "I have rarely participated in training with such comprehensively high-quality lecturers. I must immediately start working for this cause! The team spirit felt great as soon as I entered room. I immediately felt that this was a group I wanted to belong to," described one participant excitedly in the feedback form.

In November, four representatives of volunteers from different parts of Finland went to Nepal to become familiar with UNICEF's work there. One of them, Maria Väkiparta from Pori, summarized the offer of the trip in her blog as follows: "UNICEF has its feet on the ground, but also has a place at the negotiating tables where decisions are made. This guarantees the productivity of the work."

The wife of the present President of the Republic, Mrs Jenni Haukio, and the husband of the former President of the Republic, Mr Pentti Arajärvi, who acted as our patrons in 2012, the UNICEF Goodwill Ambassadors, and all members of the Board of Directors of the Committee are also volunteers.



"I believe that I can make a genuine smile appear on the faces of a few children when they do not need to travel many kilometers to fetch water for the family in the morning, but instead they can go to school."

Leena Kemppi
UNICEF volunteer, Lahti

Leena, who works as a healthcare teacher, has been a UNICEF volunteer since 2005. She is the chairperson of the Lahti volunteer group.

GOODWILL AMBASSADORS

The Goodwill Ambassadors bring visibility to the cause of the children of the world and inspire people to get involved in UNICEF's work. They donate both their time and professional skill to promote the realization of children's rights around the world.

UNICEF Finland has 13 Goodwill Ambassadors, the first of whom were appointed in 1986.

In the photograph, from left to right:

- Jorma Uotinen, dancer
- Axl Smith, host, musician
- Anna Hanski, singer
- Eppu Nuotio, actress, author
- Iina Kuustonen, actress
- Jyrki Linnankiv, musician
- Katri-Helena Kalaoja, singer
- Iiro Rantala, pianist
- Eija Vilpas, actress

The following are missing from the photograph:

- Eija Ahvo, actress, singer
- Susanna Haavisto, actress, singer
- Micke Rejström, actor, juggler
- Juha Laukkanen, puppet actor





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© UNICEF/Viet Nam/2011/Blewett

"I am touched and grateful for my new task as UNICEF's Goodwill Ambassador. I want to inspire people to get involved in long-term development cooperation. By helping children in developing countries, we can create a better future for all of us."

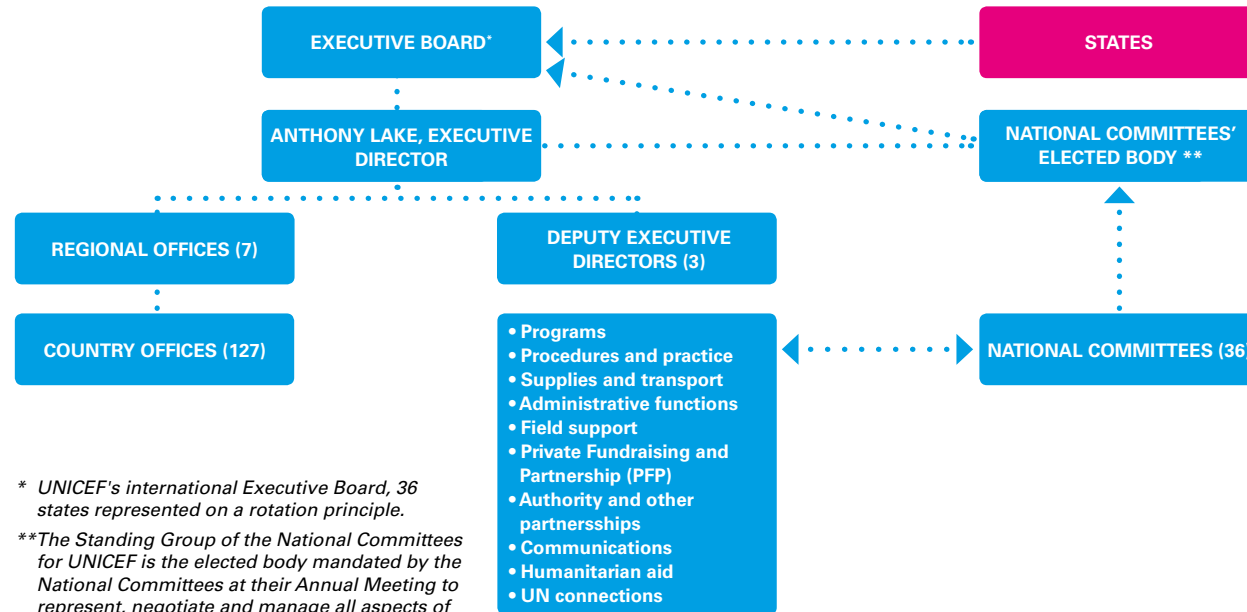
lina Kuustonen,
Goodwill Ambassador, Helsinki

lina Kuustonen was appointed as a Goodwill Ambassador in May 2012. Before her appointment, she visited Vietnam to familiarize herself with UNICEF's work.



THE STRUCTURE OF UNICEF

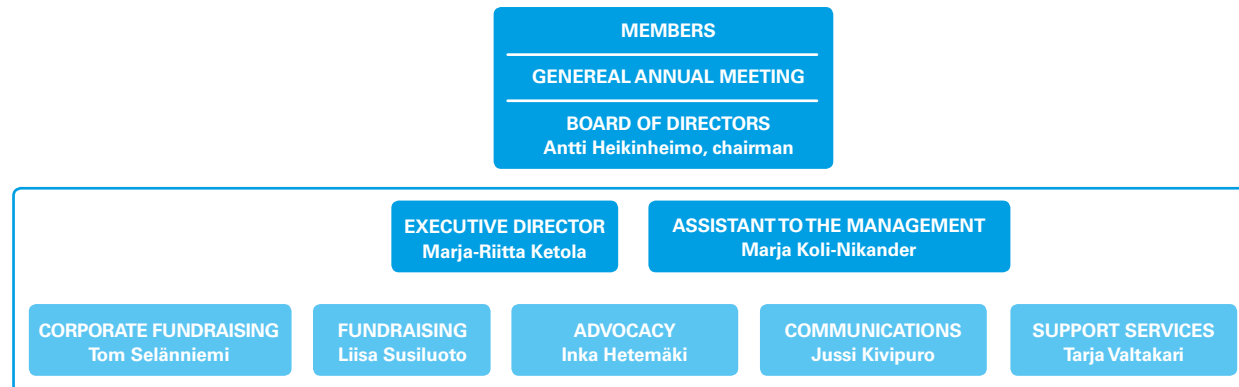
THE STRUCTURE OF INTERNATIONAL UNICEF



* UNICEF's international Executive Board, 36 states represented on a rotation principle.

**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.

THE STRUCTURE OF UNICEF FINLAND ON DECEMBER 31, 2012



JOHTORYHMÄ

UNICEF is a United Nations' Fund whose work is governed by an Executive Board of 36 members composed of rotating representatives of the Member States.

UNICEF is headquartered in New York. The headquarters administer seven Regional Offices and 127 Country Offices. The Regional Offices guide the work of the Country Offices.

UNICEF Finland is one of UNICEF's National Committees. There are 36 National Committees and they function in industrial countries under the Co-operation Agreement with UNICEF. Their task is to raise funds for UNICEF and promote the realization of children's rights in their own countries. The work of the Committees is guided and supported by the Private Fundraising and Partnerships (PFP) unit operating in Geneva.

Together, the National Committees raise one-third of the funds of the international UNICEF.

UNICEF Finland, established in 1967, operates as an officially registered national non-governmental organization.

THE BOARD OF DIRECTORS' ANNUAL REPORT AND FINANCIAL STATEMENTS





THE BOARD OF DIRECTORS' ANNUAL REPORT AND FINANCIAL STATEMENTS 2012

FINANCIAL DEVELOPMENT

Turnover and result 2012

The organization's total income in 2012 was EUR 19.1 million, which is 1.8% less than in the previous year (EUR 19.4 million). The amount of emergency aid has a material impact on the annual variation of the total income. In 2012, emergency aid accounted for 4.3% (EUR 0.8 million) of the total income, compared with 9.3% (EUR 1.8 million) in 2011.

Direct fundraising accounted for 91.5% of total income in 2012 (89.4%). The share of sales was 5.5% (5.9%). The share of appropriations and support for communication and advocacy increased compared with the previous year to 1.9% of total income (1.0%).

Contributions to the principal organization were EUR 13.1 million, which is 6.9% less than in the corresponding period the year before (EUR 14.1 million). The decrease was due to the lower level of emergency aid, as well as the decision of UNICEF Finland to give up marketing support for the principal organization. The impact of the decision was 3%.

The allocation of contributions was as follows: 69% were allocated to Regular Resources, 19% to UNICEF Finland's own programs, and 12% to international thematic programs. The allocation to emergency aid was 4.3% of the contributions (11.7%).

Contributions to UNICEF Finland's own programs included two new projects in Africa.

INCOME GENERATION

Product sales

The sale of UNICEF's cards and products was carried out as planned, with local groups and at Stockmann outlets, in an online store, and via mail order. Sales income was down 8.9%, but due to cost cuts, net income was up almost 16%.

The year 2012 was the last year in which international UNICEF products are sold in Finland under the current sales concept. The Board of Directors decided to end product sales due to the increase in associated costs. The decision was based on an estimate of total product sales. The increase in sales costs and the decrease in the earnings allocated to program contributions were identified as risks in the three-year plan prepared for

the period 2012–2014. The risk already materialized in 2012, when the costs internationally allocated to sales increased considerably.

The sale of cards, calendars, and remembrance cards produced by Paletti Oy under the royalty-based cooperation contract continued as planned. The products were sold in supermarkets, post offices, and department stores. Sales income decreased by 4.6% from the previous year.

Private and community fundraising

Income from the monthly pledge program amounted to EUR 10.8 million. The amount exceeded the budgeted level, and the number of monthly pledge donors—77,300 at the end of the year—also exceeded the targeted number. Income from the program already accounts for 58% of total fundraising income.

Face-to-face recruitment continued to be an important channel in the recruitment of monthly pledge donors. A further recruitment opportunity opened when, in addition to the special UNICEF Putous episode, successfully broadcast on MTV3, we were offered the opportunity to launch the UNICEF Dancing with the Stars campaign, which was broadcast at the end of the hugely popular series. 2012 was the first year in which television was actually the biggest channel for acquiring new monthly pledge donors.

Investment support from UNICEF had been budgeted for the marketing of the monthly donor program. In the interests of transparency, we decided to implement the program without any investment support. This increased the fundraising costs in the final statements.

The one-off donor program, the Thirst program, and Soft Packages were implemented as planned.

Income from school campaigns and the legacy program were clearly below the budgeted level, but we were delighted to receive spontaneous donations from major donors.

The UNICEF raffle was organized in cooperation with Tavara-arpa. While the income raised by the Nenäpäivä campaign organized in cooperation with various organizations and YLE remained short of the budgeted target, it generated publicity for UNICEF's work via field inserts, for example.

The National Police Board and the Regional Government of the Åland Islands issued the organization a collection permit for 2013–2014.

¹ All figures in brackets refer to 2011.

² Children's Rights and Business Principles, launched globally in spring 2012.

Corporate fundraising

In October, we launched Children's Rights and Business Principles for the Finnish business community. The principles encourage all companies to evaluate the impact of their business on children and to take action to change things. The Principles were determined at an international level in cooperation with the UN Global Compact and Save the Children, which were also involved in their Finnish launch.

Income from corporate fundraising increased by 41% compared with the previous year. Income consisting of spontaneous donations and campaigns targeted at small and medium-sized enterprises was at nearly the same level as in the previous year, excluding emergency aid. Income from partnerships based on long-term cooperation increased by 66%.

In 2012, UNICEF Finland signed its first global partnership agreement with Nokia Corporation. Other important corporate supporters included H & M Hennes & Mauritz Oy, Finnair Plc, Lindström Oy, MTV Oy, Dramaforum Oy, Hannes Snellman Attorneys Ltd, IKEA Oy, Amway Scandinavia, Buy Aid Finland Oy, and Pohjantähti Oy. Kesko Food once again took part in UNICEF and Procter & Gamble's collaborative campaign.

In addition to corporate supporters, some 500 businesses supported UNICEF's work with one-off donations during the year. There are also around 500 businesses among the monthly pledge donors.

Other sources of income

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

Local groups and other volunteers raised a total of EUR 870,000 in 2012. The funds were raised through street collection for the Thirst campaign, sales of UNICEF products and the sale of Anna and Toivo dolls, which are hand made by volunteers.

The 2012 UNICEF city was Hämeenlinna. The city year project reached its income target. Activities were particularly successfully deployed at schools and in youth services.

National-level cooperation with the Finnish Swimming Association was ended by mutual agreement.

DOMESTIC ACTIVITIES

Domestic activities are divided into advocacy, projects, and communication. The Ministry for Foreign Affairs and the Ministry of Education and Culture granted a total of EUR 242,000 for domestic activities.

Advocacy

We continued our work aimed at promoting children's rights and equality in Finnish society. Our advocacy effort is aimed at promoting the rights of children in Finland as well as in developing countries.

The 2012 theme of the Day of Children's Rights was well-being at school. We commissioned a meta-analysis of the well-being at school of Finnish schoolchildren in accordance with the recommendations of the UN Committee on the Rights of the Child. In addition, the annual Child Rights Advocate award was granted to all student counselors and school assistants in Finland. This profession plays an important role in supporting well-being at schools.

Projects

Child-friendly municipality. UNICEF Finland is carrying out a two-year (2012–2013) pilot project concerned with developing a Child-Friendly Municipality model for Finnish municipalities. Based on the international Child Friendly City model, The Child-Friendly Municipality model aims to bring children's rights into the mainstream in local administration and municipal activities, as well as focusing on the child as a legal subject and municipal citizen. The pilot project is being carried out in cooperation with the City of Hämeenlinna. Our aim is to make the model available to all Finnish municipalities.

The Children's Rights in Practice! project We are coordinating a nationwide project launched in August which aims to distribute information on the rights of children in a high-quality manner which promotes engagement. Another aim of the project is to develop a model which is suitable for communication related to children's rights on a broader front in Finland.

Roma school visits Launched in the spring 2012, the project is concerned with increasing awareness of Roma culture among comprehensive school and upper secondary level students, thereby eliminating prejudice and discrimination. The project also empowers young Roma people through education and regular counseling.

Cooperation with universities Our cooperation with Aalto University, aimed at developing innovations for the Ugandan countryside, continued. Innovations support UNICEF's program activities in Uganda. The goal is to achieve permanent improvements in the life of Ugandan children.

Communications

The communications unit was established in 2011, and its tasks and strategy were defined in 2012. At the same time, volunteering was classified as falling within the scope of communication activities. The volunteering function was transferred to the communications unit at the beginning of 2013.

The unit started to measure the impact of communication with real-time electronic tools. During the year, UNICEF was mentioned around 1,100 times in the digital media channels we measure.

In harmonizing external communications, the key projects concerned the deployment of the customer promise throughout the organization and the development of electronic newsletters.

The Goodwill Ambassadors participated in the Joku järki corporate campaign, the school campaign, the Thirst weeks, and several other events for UNICEF. Following the nomination of Iina Kuuustonen, there are now a total of 13 Goodwill Ambassadors.

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 2012 was Pentti Arajärvi, Ph.D. As of May 26, the patron is Ms. Jenni Haukio.

General Annual Meeting and membership

At the end of 2012, the number of members of the organization was 1,049 (having been 1,101 at the end of 2011). 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 23. The Meeting adopted the Annual Report and Financial Statements for the previous year and discharged the Board from liability.

Iris Lämslähti's, Leena Karo's, and Anja Leino's terms of office came to an end. Merja Anis, Riitta Pollari, and Tuulikki Siltanen were elected as new Board members.

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, disaster

relief, and the use of funds therein, and oversees their implementation.

During the past fiscal year, the Board worked on the regulations of the Appointment Committee and the reform of the rules. The amended rules, which also include rules concerning the Appointment Committee, were adopted at the Annual General Meeting. The Board discussed the sales situation and, in deviation from the three-year strategy, decided to end sales of UNICEF products and cards as of the beginning of 2013 due to weakening international profitability. During the fiscal year, the Board also reviewed the internal audit report, UNICEF's good governance principles, and risk analyses. At the proposal of the Board, the Annual General meeting approved the former Executive Director Pentti Kotoaro and the former Chairman of the Board, Matti Honkala, as new honorary members of the organization.

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

The Board conducted an annual assessment on both its own and the Committee's management's activities. The assessment criteria included the composition and independence of the Board, compliance with the organization's principles and plans, the efficiency and propriety of Board meetings, the efficacy of the organization's financial and administrative systems, and the management's performance. The average number of points given for Board work was 4.7, on a scale of 1–5. The percentage of responses was 60%.

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 interest groups, 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, M.Sc. (Econ. & Bus. Admin.), serves as the organization's Executive Director.

At the end of 2012, the organization employed 47 permanent and 10 fixed-term officers. In addition, the organization employed some 239 part-time staff members engaged in face-to-face and telemarketing activities. The organization's personnel expenses totaled EUR 3 million, showing an increase of 14% on the previous year.

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

During the fiscal period, the organization carried out a reform of its management system and key management forums and laid the foundation for the new organizational reform adopted at the beginning of 2013. The goal is to clarify and harmonize management practices and supervisory work, and to improve business strategy implementation. Supervisory work was also supported by a large-scale supervisory work and project competence training program.

The communication system and customer service were also renewed, and customer service processes were developed.

The most challenging development project currently underway is the renewal of the fundraising customer register. The work began in 2012, and it will continue in 2013. The reform requires significant input from general administration as well as the fundraising unit.

The renewal of the customer register is necessary, since our operating environment will change significantly in the second half of 2013, when the national direct debit scheme ends and the new SEPA regulations are adopted. When the direct debit option is no longer available, we will encourage the monthly pledge donors to use the elnvoice instead. For this reason, we need to update donors' customer management processes and the related tools. The marketing materials must also be updated, replacing references to direct debit with references to elnvoice.

In addition to the launch of the elnvoice, we need to prepare for a broader range of payment methods and engage in significant product development with regard to this. All in all, for us the termination of the direct debit scheme means that we need to prepare for an increase in costs and possibly a performance risk in 2014.

RESPONSIBILITY

WWF Finland issued UNICEF Finland the Green Office certificate on August 4, 2010. Green Office is an environmental program for offices, aiming to preserve natural resources and promote sustainable consumption habits which include conserving natural resources and promoting sustainable consumption.

With regard to the environmental indicators employed in our office, we have settled on paper, the consumption of electricity, and emissions from air travel. According to the reported consumption figures, electricity consumption decreased by 2% and we almost completely eliminated our carbon footprint due to power consumption, since all of the electricity we use is generated from renewable energy sources, hydropower and wind power. On the other hand, the carbon footprint of paper increased by 25% and that of air travel by 12%. Our total carbon footprint increased by 5%.

Risk management

UNICEF Finland's risk management is governed by the risk management principles confirmed 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 legislative changes which will affect fundraising operations, particularly the termination of the direct debit scheme at the end of 2014. The general economic recession may also weaken our operating conditions.

The risk associated with reputation is identified as having the most significant impact and being the most important with regard to the preservation of operating conditions. This risk is permanent by nature, and—unlike the transfer to the elnvoice, for instance—it is not associated with any topical course of events which could be anticipated.

EVENTS AFTER 2012 AND FUTURE OUTLOOK

The management system reform included reorganization measures aimed at ensuring efficiency and growth.

At the beginning of 2013, the fundraising unit was divided into two units: fundraising and corporate cooperation. The corporate cooperation unit focuses on corporations, and the fundraising unit on private customers.

The fundraising unit was further divided into two functions, one of which is responsible for corporate customer management and customer service, and one for the acquisition of new customers and for face-to-face marketing. Customer service and face-to-face marketing form their own sub-functions. In addition, the special position of development manager was established.

Volunteering was also transferred to the communications unit from fundraising, and one of the two planning officers working in the school campaign was transferred to advocacy.

With regard to corporate fundraising, UNICEF Finland is beginning the new fiscal year in an operating environment where the financial situation is challenging. On the other hand, the possibilities of deepening cooperation between corporations and organizations create new opportunities.

INCOME STATEMENT

	Realized 1.1.-31.12.2012	Realized 1.1.-31.12.2011
KEY OPERATIONS		
FUNDRAISING		
Product sales		
Products	907,306.75	999,195.92
Commercial licenses and royalty sales	137,898.13	144,596.04
Product sales donations	5,520.10	9,183.91
Total sales	1,050,724.98	1,152,975.87
Marketing support		
Direct sales expenses	-56,031.08	-134,764.11
Marketing support		19,744.00
Indirect sales expenses	-166,693.94	-322,979.82
Total return of product sales	827,999.96	714 975.94
Direct fundraising		
Community fundraising		
Return	1,839,324.82	2,077,000.58
Direct expenses	-263,762.47	-186,694.60
Indirect expenses	-459,464.70	-489,889.04
Community fundraising, total	1,116,097.65	1,400,416.94
Private fundraising		
Return	14,016,323.63	14,181,394.02
Marketing support		459,462.00
Direct expenses	-2,054,600.65	-1,874,027.23
Indirect expenses	-844,866.54	-847,446.94
Private and corporate fundraising, total	11,116,856.44	11,919,381.85
Corporate fundraising		
Return	1,627,793.80	1,154,368.64
Direct expenses	-123,200.08	-52,260.03
Indirect expenses	-226,599.72	-118,385.14
Private and corporate fundraising, total	1,277,994.00	983,723.47
Direct fundraising, total	13,510,948.09	14,303,522.26
Units' joint marketing activities, costs	-17,766.12	-9,307.42
Direct fundraising, total	13,493,181.97	14,294,214.84
NET INCOME, FUNDRAISING	14,321,181.93	15,009,190.78

	Realized 1.1.-31.12.2012	Realized 1.1.-31.12.2011
CONTRIBUTIONS		
Product sales contributions	-741,422.00	-873,222.44
Direct fundraising contributions	-12,336,824.00	-13,187,800.00
CONTRIBUTIONS, TOTAL	-13,078,246.00	-14,061,022.44
COMMITTEE'S SHARE	1,242,935.93	948,168.34
DOMESTIC ACTIVITIES		
Advocacy and communications		
Appropriations for communications and project support	244,149.86	82,183.00
Direct costs of advocacy and communications	-259,786.11	-307,205.87
Indierct costs of advocacy and communications	-849,901.59	-485,332.11
Communications, total	-865,537.84	-710,354.98
COMMITTEE OPERATIONS		
Administration		
Personnel expenses	-3,153,592.24	-2,743,014.05
Depreciations	-38,234.13	-25,398.72
Other general administrative costs	-857,504.33	-839,551.49
General administration, total	-4,049,330.70	-3,607,964.26
Allocation of units	3,346,031.53	3,039,667.97
Unallocated administrative costs	-703,299.17	-568,296.29
Membership revenue		
Committee membership revenue	19,816.00	20,439.00
Committee membership expenses	-3,427.14	-9,182.92
Committee membership revenue, total	16,388.86	11,256.08
Cost surplus	-309,512.22	-319,226.85
Investment and financing activity	190,497.25	205,875.52
Public support	119,022.00	113,354.00
Write-off and financing activity		
Extraordinary items		
SURPLUS/DEFICIT OF FINANCIAL PERIOD	7.03	2.67

BALANCE SHEET

ASSETS	31.12.2012	31.12.2011	LIABILITIES	31.12.2012	31.12.2011
FIXED ASSETS			EQUITY		
Intangible assets			Other funds		
Intangible rights	63,565.02	14,226.85	Reserve fund	1,276,736.83	1,276,736.83
Tangible assets			Other funds	169,314.79	169,314.79
Machinery and equipment	23,698.89	14,820.70	Retained surplus	741.93	739.26
Investments			Surplus from review period	7.03	2.67
Other stocks and shares	8,333.33	8,333.33	EQUITY	1,446,800.58	1,446,793.55
FIXED ASSETS	95,597.24	37,380.88			
CURRENT ASSETS			EXTERNAL LIABILITIES		
Long-term receivables	270,000.00	360,000.00	Short-term		
Short-term receivables			Received advance payments	43,656.96	82,259.96
Sales receivables	280,236.26	265,713.57	Accounts payable	163,696.89	108,877.57
Other receivables		4,643.87	Debt to UNICEF	10 673,402.98	11,296,060.56
Accrued credits and deferred charges	979,784.37	822,500.83	Other debts	46,044.03	38,777.80
Financial securities			Accured charges and deferred credits	356,943.77	364,449.10
Other securities	9,700,000.00	10,900,000.00	EXTERNAL LIABILITIES	11,283,744.63	11,890,424.99
Cash and cash receivables					
Cash and cash receivables	1,402,116.34	946,979.39			
CURRENT ASSETS	12,634,947.97	13,299,837.66			
ASSETS	12,730,545.21	13,337,218.54	LIABILITIES	12,730,545.21	13,337,218.54

NOTES TO THE FINANCIAL STATEMENTS

1. ACCOUNTING PRINCIPLES

Pension costs

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

Fixed assets and depreciations

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

Current assets

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

Stocks and shares

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

Support funds

Communication and project support received from the Ministry for Foreign Affairs and the Ministry of Education and Culture is entered in the income statement in 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 in 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

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

Contributions to principal organization

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

Contributions to principal organization

Contributions to the principal organization – UNICEF Children's Fund and thematic and other programs are made in full from net income. The contribution from the result of the financial period 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	2012	2011
	Total income		
	Product sales	1,050,724.98	1,152,975.87
	Direct fundraising	17,483,442.25	17,412,763.24
	Committee activities	19,816.00	20,439.00
	Appropriations for communications and advocacy support	363,171.86	195,537.00
	Support from UNICEF (principal organization)	0.00	479,206.00
	Investment activity	190,497.25	205,875.52
	Extraordinary items		
	Income, total	19,107,652.34	19,466,796.63
		2012	2011
	Total expenses		
	Product sales	222,725.02	457,743.93
	Direct fundraising	3,990,260.28	3,578,010.40
	Contributions to principal organization	13,078,246.00	14,061,022.44
	Domestic activities	1,109,687.70	792,537.89
	Committee activities	668,492.18	552,080.49
	Depreciations	38,234.13	25,398.72
	Expenses, total	19,107,645.31	19,466,793.87
	Result of financial period	7.03	2.76
	Surplus/deficit of financial period	7.03	2.76

3.2 Appropriations for communications and project support

Project and communication appropriations	Määräraha	Käytetty 2012
Ministry for Foreign Affairs		
- Appropriation for communication:		
Development communication and education	125,000.00	125,000.00
Ministry of Education and Culture:		
- Children's Rights in Practice! project	57,000.00	57,000.00
- School Visits for Young Roma		
People project	30,000.00	30,000.00
- School welfare survey	30,000.00	30,000.00
Total	242,000.00	242,000.00

3.3	Investment and financing activity	2012	2011
	Interest income	190,497.25	205,875.52

4. NOTES ON BALANCE SHEET'S ASSETS

4.1 Intangible assets	2012	2011
Net expenditure January 1	14,226.85	24,147.54
Increase	74,340.42	6,064.23
Deductions	0.00	-566.08
Net expenditure December 31	88,567.27	29,645.69
Depreciations	-25,002.25	-15,418.84
Net expenditure after depreciations	63,565.02	14,226.85
4.2 Machinery and equipment	2012	2011
Net expenditure January 1	14,820.70	17,420.91
Increase	22,110.07	8,677.75
Deductions	0.00	-1,298.08
Net expenditure December 31	36,930.77	24,800.58
Depreciations	-13,231.88	-9,979.88
Net expenditure after depreciations	23,698.89	14,820.70
4.3 Stocks and shares	2012	2011
Other stocks and shares January 1	8,333.33	8,333.33
No changes December 31	8,333.33	8,333.33
4.4 Long-term receivables	2012	2011
Purchase money claim, shares in property at Perttulantie 6	270,000.00	360,000.00
4.5 Accrued credits and deferred charges	2012	2011
Fundraising receivables	858,998.36	701,842.41
Receivables of general administration	120,786.01	120,658.42
Receivables, total	979,784.37	822,500.83
4.6 Other securities	2012	2011
Nordea money market deposit	1,300,000.00	2,300,000.00
Helsinki OP money market deposit	8,400,000.00	8,600,000.00
Sampo		
Money market deposits, total	9,700,000.00	10,900,000.00

5. DETAILS ON BALANCE SHEET LIABILITIES

5.1 Equity	2012	2011
Reserve fund January 1	1,276,736.83	1,276,736.83
No changes December 31	1,276,736.83	1,276,736.83
Other funds/Board operations fund		
January 1	169,314.79	169,314.79
No changes December 31	169,314.79	169,314.79
Retained surplus		
January 1	739.26	725.82
Deduction / increase	2.67	13.44

December 31	741.93	739.26
Surplus / deficit of financial period	7.03	2.67

5.2 Current liabilities	2012	2011
Short-term		
Received advance payments	43,656.96	82,259.96
Accounts payable	163,696.89	108,877.57
Debt to UNICEF January 1	11,296,060.56	10,626,616.50
Contributions during fiscal year	-11,036,388.73	-10,572,945.90
Increase from fiscal year	13,078,246.00	14,061,022.44
Advance contributions	-2,664,514.85	-2,818,632.48
Debt as of December 31	10,673,402.98	11,296,060.56

Accrued charges and deferred credits		
Annual leave accrual	307,261.19	230,836.71
Other accrued charges and deferred credits	49,682.58	133,612.39
Accrued charges and deferred credits December 31	356,943.77	364,449.10

6. LEASING COMMITMENTS	2012	2011
Payable next year	36,790.92	54,390.60
Payable later	44,162.41	51,727.54
Leasing commitments, total	80,953.33	106,118.14

7. NOTES ON PERSONNEL	2012	2011
Number of employees at year end		
Permanent staff	47	40
Project staff	10	13
Total	57	53

Itemization of personnel expenses	2012	2011
Wages and salaries	2,413,337.68	2,148,308.21
Remuneration	8,875.00	7,210.00
Pension costs	444,742.99	347,399.82
Other statutory social security costs	93,769.80	106,663.00
Total	2,960,725.47	2,609,581.03

Wages and salaries	2012	2011
Wages and remuneration of Executive Director	80,825.76	74,256.00
Remuneration of Board members	0.00	0.00
Total	80,825.76	74,256.00

8. CONTRIBUTION INFORMATION

Pursuant to the Joint Strategic Planning Process concluded with the principal organization, the 2011 contribution percentage amounted to 70 percent of total income. The overall contribution percentage stood at 70.6%, exceeding the forecasts for the year.

8.1	Income and contributions from fundraising	2012	2011
Product sales			
Gross income from product sales	1,050,724.98	1,152,975.87	
Share of fundraising	5.67 %	6.21 %	
Change from previous year	-8.87 %	-11.14 %	
Payment to UN Children's Fund	741,422.00	873,222.44	
Direct fundraising			
Income from direct fundraising	17,483,442.25	17,412,763.24	
Share of fundraising	94.33 %	93.79 %	
Change from previous year	0.41 %	4.53 %	
Contribution to UN Children's Fund and non-thematic programs	12,336,824.00	13,187,800.00	
Fundraising, total			
Gross income from fundraising	18,534,167.23	18,565,739.11	
Change from previous year	-0.17 %	3.39 %	
Total contribution	13,078,246.00	14,061,022.44	
Change from previous year	-6.99 %	3.57 %	
Contribution targets			
UNICEF Finland's own programs	2012	2011	
Education and equality	1,920,413.07		
Advocacy	550,000.00		
UNICEF Finland's own programs, total	2,470,413.07		
Portion of total contribution	18.89 %		
International thematic programs and emergency aid			
Thematic training	363,230.08		
Thematic child welfare	267,990.36		
Emergency Relief	559,700.00		
Children and AIDS	384,000.00		
Thematic programs, total	1,574,920.44		
Portion of total contribution	12.04 %		
Own and thematic programs, total			
	4,045,333.51	4,259,140.40	
Portion of total contribution	30.93 %	30.29 %	
UNICEF Children's Fund			
Contributions to Children's Fund, total	9,032,912.49	9,801,882.04	
Portion of total contribution	69.07 %	69.71 %	
Total contribution in 2012	13,078,246.00	14,061,022.44	
Share of fundraising	70.6 %	75.7 %	

Account books in use during financial period:	Filing format
Journal	Electronic
General ledger	Electronic
Accounts ledger	Electronic
Bound balance sheet book	Hand-copy

Receipt types in use during financial period:	Type	Filing format
Heading	HL	Hand-copy
Credit note	KL	Hand-copy
Debit note	KA	Hand-copy
Cash in hand	ML	Hand-copy/electronic
Account sales	MLA	Hand-copy/electronic
Account sales / discount adjustment	MS	Hand-copy/electronic
Sales remittance	MU	Hand-copy
Memo vouchers	OL	Hand-copy/electronic
Purchase invoices	OT	Hand-copy
Adjustment (correction item) vouchers	PA	Hand-copy/electronic
Wages and salaries	PH	Hand-copy
Contributions to Children's Fund, total	PP	Hand-copy
Invoices for Soft Packages	PT	Electronic
Bank receipts	TR	Hand-copy
Local groups	VS	Electronic
Reference payments		

KEY INDICATORS

	2012		2011		2010	
	M€	%	M€	%	M€	%
Fundraising income, gross	18.5		18.6		18.0	
Direct fundraising expenses	2.5	14 %	1.7	9 %	1.8	10 %
General expenses	1.9	10 %	2.1	11 %	2.0	11 %
Domestic work	1.1	6 %	0.8	4 %	0.6	3 %
Contributions to UNICEF	13.1	71 %	14.1	76 %	13.6	76 %
Wages and remuneration for the period	2.4	13 %	2.2	12 %	2.0	11 %
Average number of personnel*	80		76		70	

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

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

Contribution = Sales contribution + Direct fundraising contribution

Contribution, % = Contribution/Gross fundraising income * 100

Wages and remuneration for the period, % = 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, 2012. The financial statements comprise the balance sheet, the income statement and notes to the financial statements.

Responsibility of the Board of Directors

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

Auditor's Responsibility

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

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

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

Opinion

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

Helsinki, 13 May 2013

Henrik Sormunen
Authorised Public Accountant

Terja Artimo
Authorised Public Accountant

