



**Annual Report 2015**  
UNICEF Finland



# UNICEF Finland 2015 Annual Report

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## Picture on the cover

Hetal, 11, goes to Goth Mahudi school in Dungarpur, India. The school takes part in a UNICEF project involving clean water and sanitation. More on this subject on pages 28–29.

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## From the Executive Director

Seventy years ago, Europe was ravaged by the Second World War and in need of help. There were 40 million children living in the region who suffered from the aftermath of the war, half of them undernourished and disabled. UNICEF was founded at that time to provide assistance in 12 countries at first. One of the countries that received help was Finland. There are still many among our volunteers who were previously helped by UNICEF. They find it especially significant that they can now help others in return.

At the moment, UNICEF provides assistance in several European countries that have not needed any help since the 1950s. We support fleeing families on their routes, and work with various states to help protect children in the most vulnerable situation.

When the refugee crisis landed concretely at our doorstep, we began to talk of a European refugee crisis in general terms. In reality, however, only a small percent of all the refugees in the world resided in Europe at the end of last year.

Today the number of the refugees in the world, over 60 million, is higher than ever before since World War II. UNICEF works in all the crisis regions of the world to help fleeing children and their families. Six million children in Syria alone are in need of assistance. In the middle of the Syrian war, we have been able, for instance, to secure access to water for more than 10 million people and support education for one million children.

During the refugee crisis last autumn, news of cuts in development cooperation appropriations mobilized those who find helping children to be important. The number of our followers in social media grew strongly, but, most importantly, so did the number of our supporters. Both new and long-term donors as well as partners who increased their support voted for the significance of our work with their wallets.

The results of the work are its most important indicator. As the UN organization for children, UNICEF is in a unique position to make permanent changes in children's lives, even in difficult circumstances. At the same time, it is a matter of honor to us that our work is transparent to donors. Indeed, UNICEF scored very high being ranked 3 out of 64 in 2016 Aid Transparency Index, a survey that measures the transparency of aid.

I wish to extend a warm thank you for the support you have shown to us. We promise to be worthy of your trust in the future.



**Marja-Riitta Ketola**  
Executive Director  
UNICEF Finland





# UNICEF IN BRIEF

Mothers bring their small children to the health clinic in the village of Dire Kiltu in Ethiopia, where the children are examined for malnutrition.





© UNICEF/UNI180312/Biswas

## UNICEF

UNICEF is the UN children's organization that works in more than 190 countries across all six continents. Although the world has changed since the organization was founded, UNICEF's mission remains the same: to guarantee a dignified life for every child.

The foundation and strength of the work done by UNICEF lie in the UN Convention on the Rights of the Child, which has enabled countries to set common goals for improving the position of children. As a UN organization, UNICEF is uniquely positioned to bring about permanent changes together with the governments. This is why UNICEF also reaches more children than any other organization.

UNICEF produces statistics on children of the world, as well as studies in support of the decision-making processes. New technical solutions, products, procedures and partnerships are sought on a constant basis, because children's rights are not implemented without cooperation. UNICEF receives all of its funds as donations from private individuals, foundations, businesses, and governments.

A vaccination team went from door to door in the village of Bhujpura in Uttar Pradesh, India. They made sure that every child received a polio vaccination in the nationwide immunization campaign, vaccinating any children who still lacked it. The team also kept a record of the vaccination situation in each house.

In 2015, UNICEF acquired 2.8 billion vaccine doses for 95 countries. This means that UNICEF supplied vaccines for 45 percent of the children in the world.

## UNICEF Finland

UNICEF Finland is one of UNICEF's 34 National Committees. They represent UNICEF in high-income countries and raise funds for UNICEF's work, also promoting the realization of children's rights in their respective countries too.

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

The National Committees raise one-third of UNICEF funds.

### Mission

All children have the right to be born and raised in safe circumstances. Their health must be secured, their school access must be ensured, and they must be protected against abuse, violence, and discrimination. UNICEF Finland works for the realization of these rights.

### Vision

UNICEF Finland wants every adult and child to join the organization in building a world where every child's right to a dignified and safe life comes true.

### Values

#### Fair

We act in a fair and respectful manner in everything we do.

#### Reliable

We deliver on our promises in a goal-oriented manner, and talk about our work openly.

#### Bold

We do whatever it takes to implement the rights of the child.

# WORK SECTIONS

UNICEF works to secure a good life for every child, from the beginning of life all the way to adulthood.

## 1 HEALTH

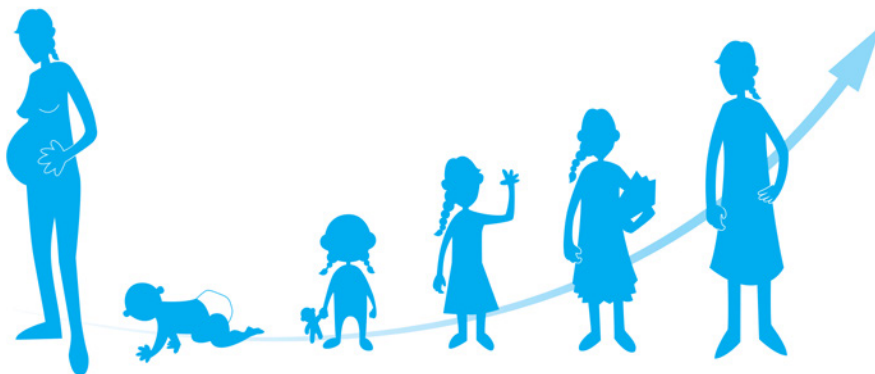
**Objective:** to develop health systems in various states so that children and mothers can be taken care of.

**Key measures:** vaccinations; eradication of polio; health of children and newborns; prevention and treatment of pneumonia, diarrhea and malaria; guaranteeing children's health during emergencies.

## 2 HIV AND AIDS

**Objective:** to strengthen the health, education, and child welfare systems of states so that children are protected from HIV and those who are affected get help.

**Key measures:** preventing mother-to-child transmissions, treating HIV-positive children, reducing deaths from AIDS among young people and preventing new HIV infections, fighting discrimination, and promoting HIV testing.







### 3 WATER

**Objective:** in collaboration with the governments, to improve the availability of water and sanitation, so that they are accessible to the poorest children and families.

**Key measures:** supporting local communities in the construction and maintenance of water supply points and toilets, bringing clean water and hygiene training to schools and families, and coordinating water and sanitation related response during emergencies.

### 4 NUTRITION

**Objective:** to support states in improving the nourishment of children, mothers, and teenage girls, and in the treatment of children suffering from malnutrition.

**Key measures:** promoting breastfeeding and counseling parents on the nourishment of small children, distributing food supplements, supporting the prevention and treatment of severe malnutrition, attending to nourishment in the work against HIV and AIDS, and work related to nutrition during crises.

Pupils at the Launa Gorto school in East Timor enjoy being at school. The school also operates a preschool. UNICEF supports the establishment of preschools, especially for communities that speak minority languages in East Timor. Studies strongly indicate that early childhood education helps children do well at school and finish their education.

### 5 EDUCATION

**Goal:** to strengthen education system so that all children can go to school, get a high-quality education, and finish their studies.

**Key measures:** supporting school attendance by children in the most disadvantaged position, improving the quality of education and school environment, promoting early childhood education and children's ability to go to school, and ensuring that schooling continues in the middle of crises.

### 6 CHILD PROTECTION

**Objective:** to amend laws, practices, and attitudes so that all children are safe from violence, abuse, and neglect.

**Key measures:** promoting registration at birth, working against violence and abuse (such as stopping the female genital mutilation and child labor), and enhancing child protection in the legal system (such as training police officers and judges).

### 7 SOCIAL INCLUSION

**Objective:** to amend laws, practices, and budgets so that they support the reduction of child poverty and discrimination.

**Key measures:** promoting budgeting and policies that decrease child poverty and discrimination, supporting states in the collection of information related to child poverty and discrimination, and in the enhancement of social security systems.



# REVIEW OF 2015



© UNICEF/UNI177599/UNMEER Martine Perret

Schools that had been shut down due to Ebola were reopened, first in Guinea and then in February in Liberia. UNICEF helps prevent spread of the disease in schools.



© UNICEF/UNI183414/Nybo

A devastating 7.8-magnitude earthquake hit Nepal. UNICEF Finland immediately sent EUR 100,000 for emergency aid for children in Nepal.



© UNICEF/UNI180726/ZAKIRA, Hilal

UNICEF provided winter supplies to almost one million children in Syria and the surrounding countries. The photograph was taken by a nine-year-old **Hilal** from Syria at a refugee camp in Beqaa Valley in Lebanon.



© UNICEF/Suomi 2015/Mulatri

The UNICEF Kingi entertainment show inspired 1,500 Finns to become monthly donors to UNICEF.



© UNICEF/UNI190220/Bindra

Armed groups in the Central African Republic reported they would set all child soldiers free and stop recruiting children. UNICEF took part in the negotiations to have the children demobilized. The photograph shows one child who had been released.





© UNICEF/UNI182034/Rich

In July, one year passed since the most recent case of polio had been registered in Nigeria. All of Africa can be declared polio-free when a case of the disease has not been diagnosed on the continent for three months. UNICEF supplies 500 million children in 70 countries with polio vaccines every year.



© UNICEF/UNI195361/Georgiev

UNICEF sent a strong appeal to European decision-makers for the protection of refugee children arriving in Europe, suggesting, among other things, humanitarian visas to fleeing children and families.

This year the winners of our annual Child Rights Advocate Award were experts in child poverty, **Minna Salmi** from the National Institute for Health and Welfare and **Esa Iivonen** from the Mannerheim League for Child Welfare.



© Oktober

UNICEF began international cooperation with the Mother's Wish film, directed by **Joonas Berghäll**. The goal was to increase awareness of the rights of the child and to raise funds for the work done by UNICEF.



© UNICEF/Suomi 2015/Mulari

UNICEF Finland and Biolan had opportunity to present their partnership project in the water and sanitation sector to Ban Ki-moon, the Secretary General of the UN, when Finland's 60th anniversary in the UN was celebrated at Finlandia Hall. The Secretary General liked the project and gave it a thumbs up.

UNICEF provided medication that prevented mother-to-child transmission of HIV to the region of conflict in eastern Ukraine, which is home to 8,000 HIV-positive children and adults whose treatment was in jeopardy of being cut off.

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER



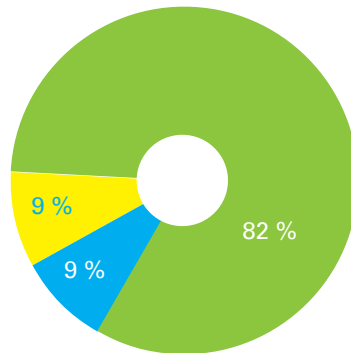


# RESULTS OF OUR WORK

Twelve-year-old Kosalata Banda pumping water in the village of Chikosa in Malawi. Before the well was drilled, Banda's family acquired their water from low-lying springs. "We got a drill well in 2011, and we have not become sick from water since then," says Kosalata's mother.



## IN 2015, WE SUPPORTED THE CHILDREN OF THE WORLD WITH EUR 16.3 MILLION



Long-term development work €13.3 million\*

Emergency aid €1.5 million

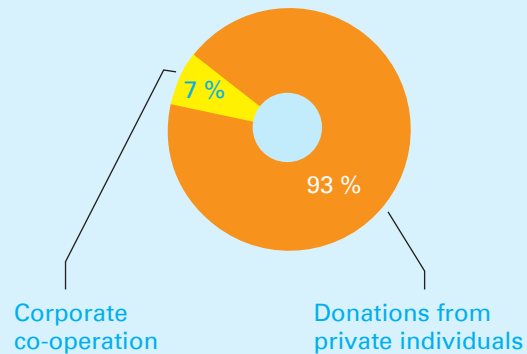
Domestic activities €1.5 million\*\*

\* Includes EUR 11 million for Regular Resources and EUR 2.3 million for specific projects and programs.

\*\* Domestic activities include domestic advocacy, international advocacy, and communication.

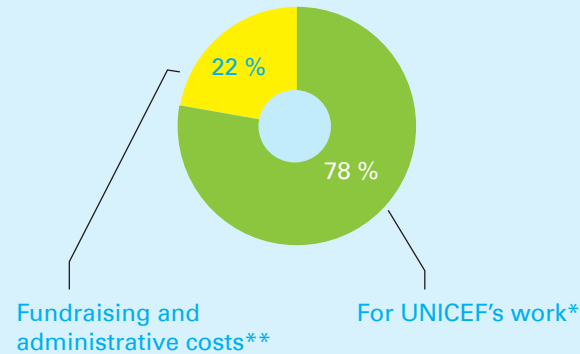
## IN 2015 WE RAISED EUR 20.8 MILLION

### FUNDRAISING



In addition, the Ministry for Foreign Affairs, the Ministry of Education and Culture, and the National Board of Education supported our domestic and international advocacy, as well as the project being implemented in Uganda, with EUR 749,000.

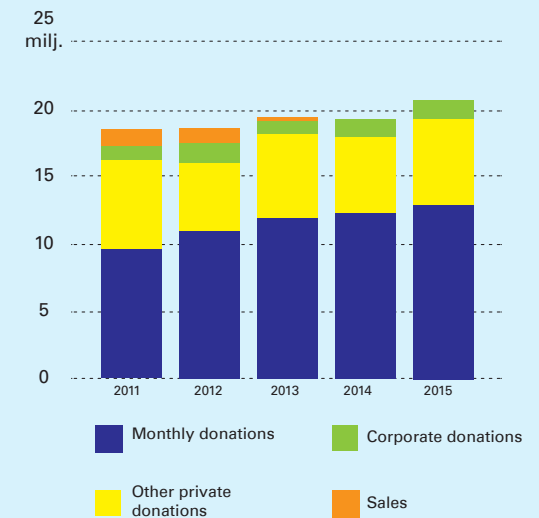
### BREAKDOWN OF EXPENSES



\* Of the funds raised, 7% was used for domestic activities

\*\* Fundraising expenses accounted for 14% of the funds raised

### FUNDRAISING TREND



# ADVOCACY BY UNICEF FINLAND

*UNICEF Finland carries out advocacy work to make permanent changes for the benefit of children, both in societal structures and in people's attitudes.*

*The focus areas of our domestic advocacy are the child-friendly policies of state and municipal administrations, and the rights of the child in Finnish schools.*

*The goal of our international advocacy is to strengthen the focus on the rights of the child in Finnish development cooperation. We also help our partners promote the realization of the rights of the child in their own activities. Our most important cooperation partners are public authorities, universities, and businesses.*

## Speeding up Development Through Innovative Partnerships

In 2015 significant changes took place in Finland and in the world at large in country development cooperation policies, in procedures applied in the sector, and in funding. The Finnish Government's appropriations for development cooperation by various organizations decreased dramatically, and support for UNICEF's Regular Resources was cut by approximately 70 percent. Another big change is the strong inclusion of businesses as operators in development cooperation. A broader framework for such changes is created by sustainable development agenda 2030, which was adopted under the UN leadership in 2015.

New winds are blowing in development cooperation, and there is no return to the old ways. Still, this change should be viewed as an opportunity: it is important to bring in new operators, a new kind of expertise, and

innovative methods to solve global development problems. Partnerships between organizations and businesses can produce major changes, which help realize children's rights in better, more efficient ways. Building new types of partnerships takes time, however. It is important to create a common foundation of values and understanding, identify the strengths of the partners, and clarify the roles.

UNICEF has been engaged in cooperation with businesses for a long time. UNICEF Finland has also invested in innovative partnerships for several years. The Global Innovations for Children and Youth Summit, which we organized together with the Ministry for Foreign Affairs and the international UNICEF, brought more than 500 experts to Helsinki in November. In our UniWASH project in Uganda, we are testing a multiple-partnership model that combines the expertise of organizations, businesses, and universities. In cooperation with Biolan Oy, six SMEs from Uganda, Aalto University, the University of Helsinki, and the

University of Makerere in Uganda, we are developing innovative solutions to water and sanitation problems faced by schoolchildren. At the end of last year, Kone Foundation provided us with funding for a three-year study on the transformation of development cooperation. In this study, we analyze how the inclusion of businesses in development cooperation can be turned into an opportunity in the activities of organizations, and how to create value-based collaboration models that produce permanent development impacts.



**Annika Launiala**

Head of International  
Advocacy and Programmes





© UNICEF/Uganda 2015/Kaskinen

Together with universities and businesses, we implement the UniWASH project that develops water and sanitation solutions for schoolchildren in Uganda.

## Innovators in Helsinki

The Global Innovations for Children and Youth Summit, an international innovation event, brought a unique group of experts to Helsinki to promote innovation to the benefit of the children of the world. The participants included key personnel from the business world, organizations, universities, as well as governments and other financiers from 67 countries and 310 different enterprises and organizations.

During the Summit, the participants considered why it is important to develop new kinds of solutions that improve children's lives together with businesses and various operators, and how such cooperation could best be carried out. The attendees also reflected on the biggest global challenges and the most interesting collaboration opportunities of the day.

The event increased the participants' understanding of the role of innovators in development and helped them find new partners. The summit also increased awareness of UNICEF's innovation work among financiers, for example. The event contributed to a EUR 1.5-million donation to UNICEF from the Finnish Government for the promotion of innovation activities.



Participants discussed the possibilities of wearable technology and gamification, new financing models in development cooperation, and supporting entrepreneurship of young people, among other subjects.



Children who belong to the Khmer minority in Vietnam playing and learning letters at a day care center.



## Businesses Help Promote the Rights of the Child

In 2015, we were able to roll up our sleeves and start the practical implementation of our corporate responsibility work.

In line with our strategy, we focused our work on state-owned enterprises, in particular. First, we prepared an initial-level study with students to find out where state-owned companies start with their responsibility. During the summer and fall, we and the FIBS, corporate responsibility network, arranged a series of workshops on the key human rights and the rights of the child related to business operations, as well as how companies should take them into account. We reached 37 experts from 24 businesses with this training event, or a third of all the state-owned enterprises in Finland.

Our goal was to test corporate responsibility cooperation with some state-owned companies in the course of one year. With Finnair, we started by analyzing the effects of the tourism industry on

children's rights in Vietnam. With Neste, we agreed upon cooperation in the preparation of a report concerning the impact of the palm oil sector on the rights of the child in Malaysia and Indonesia. The actual analysis work will be launched in 2016.

We also collaborated with universities to have human rights and children's rights better included in courses on corporate responsibility offered at business schools. We launched our cooperation with Svenska Handelshögskolan and the Turku School of Economics. By reaching a large number of future corporate leaders while they are students, we can persuade them to pay attention to the rights of the child in business during their future careers.



**Irene Leino**

Corporate responsibility specialist

### Finnair Analyzed its Impact in Vietnam

We convinced Finnair and Aurinkomatkat, which is part of the same consolidation group, to join a pilot project launched by UNICEF on a global scale, which analyzed the effects of various operators in the tourism industry, such as airlines, travel agencies, and hotels, on children's rights in Vietnam.

Finnair is taking an active part in the project. Within the framework of the project UNICEF with other project partners outlined each operator's risks related to child rights and to ways minimize the risks.

Among other things, the project includes an analysis of visits to schools and orphanages arranged by travel agencies and of their impact on the rights of the local children. Visits made with good intentions may often have negative impacts on children's lives.

In 2016 we will plan a possible continuation of our corporate responsibility cooperation with Finnair on the basis of the findings.



The Children's Home at Ojoinen in Hämeenlinna houses first and second grades of primary school, a day care center, and a child welfare clinic.



## The Whole Municipality, Every Child

The UN Convention on the Rights of the Child pertains to school, leisure time, health, and exercise, as well as daily bus trips and bicycle lanes. Children and families are a diverse group of individuals with assorted needs. No public official or political decision-maker can be an expert on all possible subjects. This is why the sectoral boundaries of the municipality must be crossed in the decision-making related to children.

UNICEF's Child-Friendly Municipality brings youth workers, chief school officers, and master plan architects, among others, to the same table. The purpose of the model is to make sure that the rights of the child are recognized in both zoning and planning of service networks, and that the impacts of decisions on children's well-being are evaluated.

To reach this goal, UNICEF provides municipalities with training events on the rights of the child. During these events, attendees look at how work done in various sectors affects children and what perspectives should be taken into account during child impact assessments. They

also consider how the procedures should be developed to better account for the child's perspective and the views of the children, in particular.

UNICEF brings expertise on administration and decision-making based on the rights of the child to development work done by municipalities. We train, we participate in development work, and we produce support material. In 2015, we cooperated with eight municipalities. The specific focus area during the year was child impact assessment.

With the Child-Friendly Municipality model, UNICEF helps municipalities ensure that daily life is child-friendly in the whole municipality, and for every child.



**Ira Custódio**

Domestic Advocacy Expert

### Children Attack Administrative Jargon

One of the objectives of UNICEF's Child-Friendly Municipality is to promote the child participation of children. Children and young people have the right to express their views and be heard in matters relating to them. However, the municipal decision-making process is rife with words the meaning of which is not clear even to adults, such as indicator data, critical success factor, and environmental statement.

In Hämeenlinna, ninth-graders examined the values, vision, and strategy of the city, and compiled the difficult words they found, including their explanations, into a glossary. In addition, pupils in the third and fourth grades described what the city's values and strategy were about, in their own opinions. The young people also prepared a video to remind adults of the importance of plain language.

Once a common language had been found, we encouraged Hämeenlinna to take the next step and have a discussion with the children and youths on what they think of the city's vision. After all, it is their future that is envisioned in it.

# UNICEF'S LONG-TERM WORK

*UNICEF's development work always aims at reaching sustainable and permanent results. The objective is to create a society which itself takes responsibility for wellbeing of all the children.*

## A Better Life for all Children

UNICEF's long-term work is based on country programmes prepared, in cooperation with the government of the respected country for a five year period. Local partners are sought and tendered as implementers. The gist of the thing is cooperation: it helps in developing expertise on both sides, bringing local ownership and cultural knowledge to bear in the projects. Also, local partners make it possible for the work to continue without UNICEF later on.

Donors would often like to see the concrete object of their assistance. Is that the hospital for which I donated my euros? Is this the girl I helped go to school? UNICEF, however, does not allocate an individual donation to a certain child or even to a specific village. Cooperation with the government means that together with public authorities we ensure the country's development, in such a way that it benefits all the children. We influence the legislation of the country, help build a child-friendly school system, and support the development of health care. Each donor has helped to support this work, helped many children instead of one child, and contributed to the construction of several hospitals, not just one.

Development cooperation is increasingly focused on rooting out inequality. To support the children who are in the most disadvantaged position, UNICEF also works at the grass roots level, supplies material aid, and develops new innovations and procedures together with its partners. Studies clearly show that children do well in societies with low income disparities. So, when a country becomes affluent, this does not automatically entail the well-being of the children. That is why UNICEF is needed in countries with an average level of income.

The objective of UNICEF's long-term work is a society that takes care of its children. Such society is good for everyone.



**Inka Hetemäki**

Director of Programmes and  
Advocacy



**Having children go to work is a survival method for poor families. If working prevents school attendance, the spiral of poverty continues for the next generation.**





Fatema's family live in a slum called Korail in the capital city of Dhaka. Fatema dreams of becoming an eye doctor, because many people in the slum suffer from eye diseases.

## Education Secures Fatema's Childhood

**Fatema Akter's** day begins at the crack of dawn. Every morning, 12-year-old Fatema walks to work at a vegetable stand in the market hall among the swarming crowds in Dhaka, the capital city of Bangladesh. As her pay for a couple of hours' work, she receives vegetables to take home. They are an important addition to the daily diet in the family of six. Fatema has worked since she was eight years old.

More than 40 percent of the inhabitants in Bangladesh live below the poverty line, and children often have to help provide for the family. This means they may not go to school at all or drop out at a very early stage.

Fatema also accumulated long absences due to her family's poverty and her job, and she had to repeat grades. Ultimately, she came close to dropping out altogether.

Social workers circling the slums in Dhaka map children who are not in school or whose school attendance hangs in the balance. This is how they found Fatema.

The family was given access to a programme funded by UNICEF that supports subsistence with direct money transfers.

The program has three conditions for participation. The first and most important requirement is that the child goes to school. Secondly, at least all work that is hazardous and hinders schooling must be stopped altogether. Thirdly, the child must not be married off until they have reached adulthood.

The program is tailored to suit the situation of each family. In practice, a direct money transfer in the slums of Bangladesh means a sum of approximately EUR 15 per month for no more than six months.

A plan is drawn up with the family on how to use the money, and the implementation of this plan is monitored. The family invests the money so that their livelihood improves on a permanent basis.

Fatema's family invested the money in a sewing machine. This helps the mother earn supplementary income for the family, who can now afford to send Fatema to school.

For Fatema, education means a brighter future in many ways. School provides the child with both knowledge and protection, and teaches many life skills management. Fatema will not end up getting married at 12 like her mother, she will have children at a later age, and she knows how to take better care of them and herself.

First and foremost, education gives Fatema the keys to influence her own life.



## Olga Helps Secure the Development of Small Children

**Olga Raharimanana**, who is in her 50s, works as a nutrition counselor in Antananarivo, the capital city of Madagascar. She sees clients two days a week in the Andranomena district of the city. On other days she makes house calls.

At the beginning of a meeting, which takes about two hours, the people meet in the yard. Usually, approximately 20 mothers with their children show up. Olga shows them how to prepare a diversified meal in practice.

Next, the children are measured and weighed. Olga gives every mother feedback on how the child's growth has developed. She monitors growth curves from a big book she uses. She uses a color-coding system: a figure struck out with green indicates normal development, yellow calls for closer control, and red is an alert. With red, the child is severely malnourished and Olga sends the child to a health clinic.

Chronic malnourishment means that child's diet is too monotonous and does not provide the necessary vitamins and micronutrients. The time from conception to a child's second birthday, the "1,000-day time window", is critical for the child's development. That is the period when a child's brain develops most quickly.

UNICEF supports the nutrition program in Madagascar and trains counselors like Olga. Their duty is to guide pregnant women and mothers of children under two years, in particular, on the importance of diversified nutrition.



© UNICEF/Madagascar 2015/Kivelä

Olga Raharimanana says that the child is growing up well.



In Madagascar, every other child is chronically malnourished. This is the fourth most serious situation in the world. Olga Raharimanana is responsible for monitoring the growth and development of 200 children under five years of age.

© UNICEF/Madagascar 2015/Kivelä





Adam received three months of food supplies from UNICEF to facilitate his return home.

worth of money for food to make this integration easier. Also, the entire community receives support so the other members of the community do not begin to discriminate against the families of former child soldiers. For instance, schools are built in the area that benefit all the children in the region.

"I liked to shoot guns, but war is bad," Adam states of his time among the rebel groups.

In addition to actual fighting, he slaughtered animals for the soldiers to eat.

Even the children's presence among armed troops violates their rights.

"The children miss school, get separated from their families, and live in an extremely unsafe environment. Although, using children as combatants is the worst thing," Veitch says.

According to Jonathan Veitch, the families are between a rock and a hard place when armed groups recruit children. Some children are forced to join, and with others the coercion is indirect.

"No mother voluntarily lets her child join armed troops, but she may do this if she is hopelessly desperate. And for despair, we see a lot of it here," Veitch states.

Adam's time as a soldier is over. Now he wants to go to school.

*Adam's name has been changed.*

## From Soldier to Child

A car rattles and bounces on a poor road in the village of Lekuangle in the eastern section of South Sudan. At the back of the off-road vehicle sits 10-year-old **Adam** between his mother and three large bags of grain.

The car is driving from a food supply point to the family's home where Adam is moving back.

"I want to be a chauffeur when I grow up," Adam says at the end of the high-speed journey.

For the previous three years, Adam was a child soldier. Before he was set free, the rebels and the Government of South Sudan signed a peace agreement where they agreed to let the children go free. There were almost 2,000 child soldiers who were released from the rebels.

After his release, Adam lived at a treatment center supported by UNICEF, a place where former child soldiers can make art, do exercise, and practice reading and writing, among other things.

"I liked to practice reading and play football. Also, I was given clothes and a backpack," Adam says.

At the treatment center, children get used to ordinary life and the counselors look for their family.

"We try to turn them from soldiers back into children. It's great to see when they get back on their feet again, after being sad and withdrawn," says Jonathan Veitch, the Director of the UNICEF office in South Sudan.

Children can move back home once their family has been found. The family is given three months'

# EMERGENCY AID PROVIDED BY UNICEF

*In crises, children are in the most vulnerable position. The purpose of UNICEF's humanitarian aid during an emergency is to secure the rights of the child and to save lives.*

## Emergency Aid and Sustainable Development go Hand in Hand

Emergency aid easily takes our thoughts to natural disasters and rapid action that saves lives. Of course, it is true for the first days and even weeks after the disaster has struck. However, many emergency measures have been taken long before a disaster, and emergency aid is not over when news headlines about it fade.

Emergency aid is not a separate part of UNICEF's work but rather solidly intertwined in the organization's long-term work. Also, it is mostly something quite different from responding to sudden natural catastrophes.

Let's take a small step back.

The "E" in the abbreviation UNICEF originally comes from the word "emergency." After the Second World War, children were in desperate need of humanitarian aid. Even Finland lacked food, among other things, and in worst-affected areas 70–90 percent of children under two years of age suffered from rickets.

Humanitarian aid remains an important part of the organization's work. Today, UNICEF spends approximately a third of its resources on humanitarian aid.

Humanitarian crises around the world are becoming increasingly complex. Aside from natural disasters and crises caused by humans, the development of emergency situations is affected by climate change, urbanization, large share of youth population, and violent swings in prices and economy, among other things.

Preparedness is a key factor in humanitarian aid, so it is an essential part of UNICEF's long-term work in risky and fragile states. This means taking preventive action that mitigates the onset of a crisis, strengthening communities and the infrastructure, and preparing for the worst.

All areas of UNICEF's work are present in both ordinary development programs and emergency situations. They share the same goals, and it is almost impossible to draw a line where emergency aid ends and long-term work begins. One eye-opening example is Lebanon, where one in five of the country's more than 5 million inhabitants is a refugee at the moment. UNICEF's

"emergency work" for children's health, education, and protection touches every child in the country, both Lebanese and refugees. For instance, seats in the country's primary school system have been increased by 50% through extensive joint efforts by multiple parties. Although the lion's share of the funding for the programmes comes from emergency resources, UNICEF's work in Lebanon aims at the same goal as before the war in Syria: a state that can bear the responsibility for the well-being of all of its children.

One final word about emergency aid.

Never mind the terminology, financing sub-items and mechanisms, the crux of emergency aid is addressing a child's distress. Once you have witnessed it during crisis conditions, you know why UNICEF exists.



**Kirsi Haru**

Communication Manager





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## Back to School in Nepal

The home of nine- and seven-year-old brothers in Nepal was crumbled to pieces during a devastating earthquake in April. After the quake, brothers Shree Krishna Sahi and Aryan Sahi lived in a tent for six months before a flood took away the tent and the remainder of their belongings. Their school kits were also lost in the water.

Now the boys live with an aunt and receive monthly support from UNICEF for food and school supplies.

"The best thing about school is that I get to play with my friends," Shree Krishna Sahi says with a smile.

Earthquakes that ravaged Nepal in April and May killed almost 9,000 people. About one million homes were damaged or destroyed completely. As a result, 2.8 million people, 40 percent of them children, were in need of help.

UNICEF launched relief measures immediately by providing areas affected by the quake with clean water, toilets, hospital tents, and medicines.

With UNICEF's assistance, a cholera epidemic was prevented and more than 500,000 children were vaccinated against measles and polio in the course of one year. UNICEF also helped children continue to go to school, for example, by providing almost 600,000 children with school supplies and assisting with the construction of temporary school buildings for more than 140,000 children.

Finnish people donated one million euros through UNICEF to help the children in Nepal.



© UNICEF/Nepal 2016/Glinsbockel

Brothers Shree Krishna Sahi and Aryan Sahi can continue to go to school with UNICEF's support.

Doctors treating a patient injured during the earthquake at a tent hospital, established with support from UNICEF, at the Patan Hospital in Kathmandu, Nepal. With UNICEF's help, treatment of patients was continued around the clock, although the second and third floors of the hospital were damaged beyond repair in the quake.



## Dreaming of a Normal Life

When we arrived in the town of Gevelija in Macedonia, near the border with Greece, I saw children with utter exhaustion and fear in their eyes.

Thousands of children and adults had pushed their way through a police cordon at the borderline. Amidst the confusion, children were separated from their parents and left to wander down the nearby railway tracks. My colleague and I assembled the children in a makeshift shelter until their parents and guardians were found.

Many of the youngest children were suffering from dehydration and fever upon their arrival in Gevgelija. Children and adults were walking barefoot because their shoes had been worn out.

Every day, 2,000–3,000 people arrive in Macedonia from Greece. Some of the families are from Syria and other from Iraq or Afghanistan.

Most of the children did not want to discuss their experiences in the middle of a war. They preferred to tell us about their hopes for the future, which always included going back to school. One day I followed children who were playing pupils and teacher, although they did not have a common language.

I hope that someday these children will get what they desire most – a normal life where they can sit in a real classroom instead of an imaginary one.

### Aleksandar Lazovski

*The author is a UNICEF Social Protection Specialist.*

*The text was published in a UNICEF blog on 31 August 2015.*

Three-year-old Mascut from Syria had stood in line for six hours with his mother and sister in the scorching sun at the border between Greece and Macedonia. Inside a child-friendly tent, Mascut was able to rest and play together with UNICEF employees.



© UNICEF/UNI195350/Georgiev

In 2015, UNICEF helped child refugees who had arrived in Europe in Macedonia, Serbia, and Croatia. The child-friendly facilities offered rest and play space for approximately 60,000 children. UNICEF also set up premises where mothers could nurse and care for their babies and received support with this. UNICEF also distributed winter supplies, water, and food suited for children, provided psychosocial support, and helped governments protect children travelling alone.

At the end of the year, UNICEF started planning for extending the work to Greece and Slovenia and agreed upon cooperation with Germany in order to develop the operations of reception centers.



© UNICEF/UNI195351/Georgiev

Four-year-old Lamar rejoiced in getting to play with toys in a child-friendly UNICEF tent in Gevgelija. Lamar had travelled for more than two months with his mother from Syria to the border between Greece and Macedonia.





© UNICEF/UNI187333/Farra

## Eight Children Died Every Day in the Conflict in Yemen

“I am always alone, staring out of the window. I do not dare to take one step out of the house. I am afraid of being killed by rockets,” said 12-year-old **Amjad Alwan**, a boy from Yemen.

On average, eight children die every day in the conflict-torn Yemen, according to a report called *Yemen: Childhood Under Threat*, published by UNICEF in August. The report also revealed that the recruitment of children in the armed forces had doubled since the previous year.

The conflict had taken the lives of nearly 400 children, and more than 600 children had been injured after fighting in the country intensified in the spring of 2015.

“This conflict is a tragedy for the children of Yemen. Children die from bombs and bullets, and if they survive these, then they are threatened by diseases and malnutrition,” said **Julien Harneis**, the Director of the UNICEF office in Yemen.

Of the 10 million children in Yemen, 80 percent were in need of humanitarian aid in 2015. More than 1.3 million people were forced to leave their homes, and almost 3,600 schools were closed.

UNICEF provided the country with vital supplies related to water, sanitation, and health, and supported mobile health clinics. UNICEF also arranged education and psychosocial support for child refugees and trained children on the dangers of mines.



© UNICEF/UNI184982/Yasin

“We have no food, I miss the daily breakfast bread. We have always been poor, but we never used to fear death like we do now. Please stop the war,” said 12-year-old Amjad Alwan, who lives in the village of Sabeeyel.

A young boy pushing a wheelbarrow filled with canisters in Sanaa, the capital city of Yemen.



A group of five children, three boys and two girls, are captured in a joyful moment of jumping in a forest. They are all wearing colorful outdoor clothing: a red and blue sweatshirt, a green and yellow sweater, a purple jacket, a green hoodie, and an orange jacket. Each child is holding a small, colorful card or tag. The background is a dense forest with tall trees and some autumn-colored foliage. The overall mood is energetic and positive.

# MEET SOME OF OUR SUPPORTERS

Pupils from class 3A at the Gesterby school in Kirkkonummi were energetic participants in the UNICEF walk. The idea is that the pupils acquire sponsors who donate a sum of their choice for every kilometer walked by a student. UNICEF spends the resources to promote school attendance by children in Asia.

© UNICEF/Suomi 2015/Mulan



# MANY WAYS TO PARTICIPATE

*UNICEF's work on behalf of the children of the world is funded entirely by voluntary donations.*

## Toward a Better World Through Donations

Donations are the foundation of our operations. Our classic slogan – without you we could not help a single child – still holds true today. We would not be able to do this.

In many respects, 2015 was a challenging year but people in Finland gave donations in record numbers, despite it or rather because of it.

You remembered the children of the world through both long-term development work and during emergency situations – both are donations of equal importance.

In 2015, we raised EUR 20.8 million. The cornerstone of our fundraising is monthly donations, which comprise more than 60 percent of all funds raised.

There are many ways to choose to make a one-off donation. You can donate online and via text messages, by responding to a letter of appeal, or by setting up your own collection. There are

also raffle tickets and UNICEF presents on offer. UNICEF walkers from schools and their sponsors are another important group of supporters.

More and more children of the world were also remembered through legacy giving. We received substantial donations from both private individuals and business enterprises.

Our corporate partners join us in contributing to sustainable development by supporting our work. We are also delighted that many companies want to take the rights of the child into account in their own operations.

You can also support our work by pledging your time and skills. Actions count most.



**Minna Karvinen**

Fundraising Deputy Director



An event called Empty Bowl in Helsinki raised money for UNICEF's work with support from volunteering artists, musicians, restaurants, and guests willing to offer their help.



The Thirst collection, arranged before May Day every year, is our most visible one-off donation campaign.

## Meet Some of our Donors



“ I have been a monthly donor to UNICEF since 2010. A donation is a small monthly investment that could be blown on something futile way too easily. If that small sum saves even one person's life and the grief resulting from a loss of that life, you can feel that you have done something good.

**Sami Summanen**  
Monthly donor, Tampere



“ It was great fun to take part in the UNICEF walk. I usually run the first few laps. I am sponsored by my grandparents and other relatives. This collection is a good cause that should be continued. It's hard to imagine not being able to go to school, because schools are free of charge in Finland. If there were more children in the world who go to school and learn to read and count, they would find it easier to find a job and live their lives.

**Tilda Oinas**  
Participant in the UNICEF walk, Helsinki



“ Last Christmas, I bought a UNICEF tent school as a present for my employees. In my own work community, I always emphasize the maintenance of training and professional skills. In the same way, I feel it is important that children continue to receive an education even in the middle of crises. Donating the tent school delighted all staff members. This way we all helped give a significant gift to other people.

**Sirkku Meriläinen-Vapola**  
Buyer of a UNICEF present, Jyväskylä



“ My own daughter suffers from severe learning difficulties. I know how important it has been that her problems were diagnosed at an early stage. I wanted to support a project that in the long term supports other people struggling with difficulties and improves children's chances of receiving the right kind of help. This helps them live a good childhood.

More and more children attend school in Bolivia. However, for disabled children it is still difficult to get to school and have appropriate support and teaching.

UNICEF won me over by operating on many different levels, at both the grassroots and government levels. I know that UNICEF, as an expert on children, can influence various structures and legislation in many countries. This will generate permanent changes in children's lives.

**Major donor, Helsinki**  
Supports early childhood education for disabled children in Bolivia





In a testament you can specify the share you will bequeath of your assets.

It is not difficult to draw up a last will and testament. Our legacy donors receive free advice from a legal counsel, if necessary.

Further information is available in our guidebook on testaments.

**Orders for the book:**

Customer service at UNICEF Finland, tel. +358 9 584 501,  
e-mail: [asiakaspalvelu@unicef.fi](mailto:asiakaspalvelu@unicef.fi)

“ In my own childhood I learned that subsistence was not self-evident. I was born in 1948 as the youngest child in a family with three children in Kuopio. We only had one room and a kitchen, and my mother sewed things for us to wear from old clothes given to us by our relatives. I learned from my parents that you should help those who are weaker than you.

I have been a monthly donor to UNICEF for a long time. When I die, my monthly support to the children of the world will come to an abrupt end. With a last will, I can at least somewhat extend and even out the end of this assistance for my part. I know that even a small legacy donation can save the lives of many children.

Everyone should make a last will and testament, even if there is not a large amount of assets. Usually, every person leaves something behind. If you do not have children of your own, why not give a donation to the children of the world through UNICEF? And if you have children, you can distribute the inheritance reasonably between your own kids and children in developing countries. I have three wonderful adult children who understand my decision perfectly well, and I am certainly not leaving them out of my will. My spouse will prepare his own testament, and we discuss the contents of our wills together.

I want to help children so they can lead dignified lives and go to school in their own home region, in a safe manner. The inheritance I will leave is small, but I do my share as well as I can.

**Riitta Suomi**

Legacy donor, Turku

## Meet a Corporate Partner

“ As a family business, Lindström represents a perspective of sustainable development. I want our work to open opportunities rather than close doors for the next generation. Lindström extended its operations to India in 2007. The majority of the people in India live in rudimentary conditions in the countryside, and participation in social development from there is limited. We set out to support UNICEF’s work in India, because I wanted rural children to have a better future and in this way to improve their well-being in the society. Our ongoing joint project in Rajasthan in India is focused on ensuring clean water and sanitation and on increasing hygiene awareness. Access to clean drinking water and safe sanitation is every child’s right.



**Jukka Roiha**  
Chairman of the Board Lind-

School lunch is about to begin at the Kalasuwa Fala primary school in Udaipur, Rajasthan. Every day, 110 million children have lunch at schools in India, and they eat with their hands. Clean water and soap can work miracles.







ström Oy Sari and Niina Kousa, representing Lindström family business, and the company's Communications Manager Tarja Hämäläinen witnessing solutions on clean water and sanitation at schools in Rajasthan, and their significance for the entire community.

## Children as the Engine for Change in India

Lindström is one of the longest-standing partners of UNICEF Finland. The company now supports the third program for clean water, sanitation, and hygiene in India. The earlier projects in the states of Bihar and Madhya Pradesh served as pilots, with local administration subsequently expanding the solutions to all schools in the state. The project in Rajasthan has the same goal.

Almost a fifth of all people in the world live in India. The country's economic growth notwithstanding, development in the countryside is slow and sanitation and hygiene conditions are deficient. Every day, 1,000 children under the age of five die from diseases caused by diarrhea. Up to 88 percent of these deaths result from the lack of clean water and sanitation, as well as poor hygiene.

Apart from the lack of toilets and opportunities for hand-washing, the question involves know-how and attitudes. The best agents for change are children. Schools need separate, child-

friendly toilets for girls and boys, a fountain with clean water, hand-washing points for groups of children, soap, and a supply point for drinking water. Secondly, children need to understand why and how these facilities are used. In addition, maintenance and service issues must be addressed.

At school, children learn the importance of toilets and hygiene through the content of the subject and through play and song. The children spread knowledge and skills to homes and communities, because attending school and the lessons learned there are highly respected.

The Rajasthan project is being implemented in 750 schools, and it will directly benefit 93,000 children. The real significance, however, lies in the change generated within the communities. Toilets and better hygiene are making their way to every home, one village at a time.

*The project for clean water and sanitation at schools in Rajasthan is also supported by the Eva Ahlström Foundation, another long-term partner of ours.*

## Meet Some of our Volunteers



“ I have been able to take part in the work done by UNICEF since 1993. As a Goodwill Ambassador, I feel great responsibility for my duty. UNICEF has opened a broader picture of the world for me, and helped me analyze the world and understand its pluralism. It has helped me step outside myself and empathize with other people. I have been able to see things to which we easily close our eyes.

This has forced me to question my values and attitudes and taught me the significance of empathy.

As an artist, I can only give my own expertise by performing and recounting my experiences of the work done by UNICEF. If this modest investment helps even one child in the world survive, receive medication, and education, then my duty has a point.

My most intense experience, one that blew my mind, was a journey to the Central African Republic in 2013. That trip has not left me alone; in my thoughts I often hark back to the fates of the children I met in that country ravaged by war and violence. It was a motivational experience, and I am grateful I can be involved in this work.

The children of the world need UNICEF, and UNICEF needs every single adult.

UNICEF is key to improving the well-being of the children of the world and that key is within reach to all of us.

### **Jorma Uotinen**

Goodwill Ambassador



“ I have served as the chairperson of the Helsinki voluntary group for two years. When I was 14, I acted as a supervisor at a children's disco arranged by the voluntary group and stayed on. I have always had the rights of the child at heart, and studying to become a Bachelor of Social Services has made their significance more concrete. We have a small but wonderful voluntary group. Everyone joins in and nobody throws in the towel, even in the face of adversity. I feel that voluntary work helps me chip in to the benefit of the children of the world, and I do not close my eyes to the rest of the world. The communal spirit in the group helps me get through, from one year to the next.

### **Heidi Vähämäki**

Chairperson of a voluntary group, Kurikka

UNICEF has 40 voluntary groups and almost 2,000 volunteers in Finland.

The volunteers raise funds for UNICEF by arranging different events and collections. They are also tasked with increasing awareness of UNICEF's work in promoting the rights of the child.

In 2015, income from voluntary operations totalled EUR 850,000.

**The groups' contact details** can be found at [unicef.fi/vapaaehtoiset](http://unicef.fi/vapaaehtoiset)





Results of the work as well as openness and transparency in the use of resources are important for UNICEF.

Information about the use of resources by country and programme is available in English at [open.unicef.org](https://open.unicef.org)



A photograph of two young boys with dark hair, smiling and peeking over a concrete wall. The boy in the foreground is leaning over the wall, while the other boy is slightly behind him. They are both looking towards the camera. The background is a blurred view of a refugee camp with dirt ground and some structures.

# OPERATIONS AND FINANCES

Boys grinning at a photographer at a refugee camp in the city of Hilla, Iran. They, like other children at the camp, received warm clothes and shoes during the distribution of emergency supplies arranged by UNICEF and supported by the European Commission. In Hilla, winter supplies were handed out to 800 children. In total, UNICEF delivered aid supplies to 4.8 million people in Iraq in 2015.



# THE BOARD OF DIRECTORS' ANNUAL REPORT AND FINANCIAL STATEMENTS 2015

## FINANCIAL DEVELOPMENT

### Total Income and Result 2015

The organization's total income in 2015 was EUR 21.8 million, which is EUR 1.9 million more than in the previous year. In 2015, emergency aid accounted for 8% (EUR 1.8 million) of the total income, compared with 5% (EUR 0.9 million) in 2014. With humanitarian aid excluded, the total income increased by 8%.

Fundraising accounted for 95.7% of the total income in 2015 (96.6% in the preceding year). The share of the Government appropriations and project grants in support of communication increased compared with the previous year, to 3.4% of the total income (2.4%). The share of the total income of committee activities decreased slightly from the preceding year, to 0.9% of the total income (1.1%).

Contributions to UNICEF totaled EUR 14.8 million (EUR 13.3 million). Of the contributions, 74% were allocated to Regular Resources, and 26% (21%) were appropriated for UNICEF's thematic programs and specific UNICEF programs and projects. The allocation to emergency aid was 10% of the contributions (6%).

## FUNDRAISING

Fundraising increased in 2015. Investments in customer service and tools, such as the development of the customer register and data warehouse, began to bear fruit. We were able to monitor both customer behavior and the efficiency of our measures better than before.

Monthly donations developed at a steady pace. The average donation grew due to increased measures and

card payments, and the financial result was almost EUR 13 million (EUR 12.3 million in 2014). Acquisition of new donors was slower than in the previous year. In addition to street and door-to-door marketing, we tried out face-to-face marketing at the airport through a service provider. We once again had two fundraising programs on the MTV channel, 'UNICEF Kingi' in the spring and 'UNICEF Voitolla yöhön' in the autumn. At the end of the year, we had 85,000 monthly donors (84,000 in 2014).

One-off donations were the second most profitable fundraising technique. In addition to long-term development work, Finnish people particularly donated for the benefit of children who suffered from the earthquake in Nepal.

We enhanced our Legacy program by increasing the awareness of current donors and the public of the opportunity to remember UNICEF Finland in their testaments. Almost 250 people ordered our testament guidebook last year, and we received a total of EUR 584,000 in donations from Last Wills.

The Major Gift program, which was started in 2014 and is now more systematic than before, was further stabilized. During the last year, we reached a number of new, potential Major Donors and signed one Major Donor agreement.

The popularity of the UNICEF Walk as an activity for elementary school pupils held its ground and 31% of all schools in Finland participated in our school fundraising events. Measured by numbers, we reached almost 190,000 pupils and students, which is a new record, but income slightly decreased from the previous year's figure. The long-standing recession was evident in the number of sponsors for participants and the value of donations.

The traditional UNICEF raffle yielded a record result, the online selling of the UNICEF gift was developed, and

the joint Nenäpäivä Show of various organizations and YLE was arranged for the ninth time.

## CORPORATE CO-OPERATION

The most important theme of the year was humanitarian aid. We asked for emergency aid donations more frequently than before, and we also received a greater number of spontaneous donations. Our corporate partner, the Eva Ahlström Foundation, donated EUR 100,000 to children affected by the refugee crisis. We approached businesses with two appeals for emergency aid and our Christmas campaign collected funds for children fleeing their homes. More than EUR 120,000 were collected for humanitarian aid through Hennes & Mauritz's Euro for UNICEF collections. All in all, companies donated approximately EUR 450,000 to emergency aid during last year.

Partnership Agreements were signed with the energy company Ilovirta Oy and the film production company October Oy. Important stakeholder events included the Global Innovations for Children and Youth Summit, and the premiere of the Mother's Wish film.

We visited India with some partners to see the results of our work. We were able to witness the progress of water and sanitation work in Rajasthan with Lindström Oy and the Eva Ahlström Foundation. Finnair took part in a trip to Bihar, where we took stock of educational work supported by Finnair and Amadeus.

We continued the corporate responsibility work targeting state-owned enterprises in cooperation with the advocacy unit.

## DOMESTIC ADVOCACY

In 2015, UNICEF Finland's Child-Friendly Municipality model was implemented by eight municipalities, of which Hämeenlinna, Lahti, Raasepori and Rovaniemi were granted the Child-Friendly Municipality acknowledgement at the end of the year. Five new municipalities agreed to start implementing the model at the beginning of 2016. We collaborated with municipalities and state government to enhance the child impact assessment. In a working group organized by the Ombudsman for Children, we performed advocacy work to promote child-friendly budgeting.

We produced a guidebook called Children's Rights in Practice! in support of education on human rights. In a further training project for teachers financed by the National Board of Education, we arranged five training events that were attended by 117 teachers and other school staff members. On the basis of the training for this project, an educational model called Children's Rights in School was produced for various parties involved with further training. We also took part in a further training project for teachers managed by the University of Helsinki Centre for Continuing Education. We were responsible for the child rights education section and participated in the development of continuing education at the University. With funding from the Ministry of Education and Culture, we implemented a research project that compared various models for educating children on human rights. We will use its results to develop study contents for teacher and further training institutions, in cooperation with the aforementioned parties.

We helped prepare house rules written by child and youth organizations, aimed at Members of Parliament, the purpose of which was to commit future MPs into promoting children's rights. We also took part in a campaign on the Universal Children's Day, jointly arranged by various children's organizations, to eliminate child poverty. We granted the 2015 Child Rights Advocate award to Esa Iivonen (the Mannerheim League for Child Welfare) and Minna Salmi (the National Institute for Health and Welfare), who are experts on child poverty. In addition, we took part in the training of new Members of Parliament, coordinated

by the Ombudsman for Children.

We participated in the activities of several different networks of authorities and organizations. We served as the Deputy Chair on the Advisory Board on the Rights of the Child. During the year, we prepared 13 statements and opinions, as well as three nationwide op-eds, some of which were produced in collaboration with various organizations. We also commented on six manuscripts for textbooks.

## INTERNATIONAL ADVOCACY

We cooperated with other organizations to try to ensure that their development cooperation appropriations would not be cut. We also affected the content of the new Development Policy Guideline by attending hearings arranged by the Ministry of Foreign Affairs, and issuing statements on the matter. We served as the Deputy Chair in a working group on developing countries of the Finnish Water Forum, which promotes the export of Finnish water know-how.

We enhanced UNICEF's role as a pioneer in innovation and corporate cooperation by arranging a global innovation event in Helsinki in November together with the Ministry for Foreign Affairs and UNICEF. More than 500 people from all over the world attended the Global Innovations for Children and Youth Summit. We also strengthened cooperation with the SLUSH growth company event.

2015 was the second year of the implementation of the UniWASH project funded with the Foreign Ministry grant. The goal of the project is to develop, together with local schoolchildren, sustainable and innovative solutions for water and sanitation problems faced by children in northern Uganda and to turn them into commercial products through corporate cooperation. During the spring and autumn, 52 students from partner universities served two field work periods in northern Uganda. The project identified three main areas: the composting of toilet waste from schools, further development of a water-saving faucet for handwashing, and girls' hygiene. In addition, with six SMEs from Uganda, led

by Biolan, we launched a three-part training series where the goal was to increase the product development, marketing and networking capacity of the enterprises, and to enhance the understanding of principles on children's rights that steer business operations. UniWASH has received positive feedback, as an example of a pilot project that promotes new kind of development cooperation. Indeed, the year reached its apex in a presentation of the project to Ban Ki-moon, the Secretary-General of the UN, at the event celebrating Finland's 60th anniversary of its UN membership.

In order to promote the fulfilment of children's rights in business, we started to implement our Corporate Responsibility strategy using the funding granted by the Ministry for Foreign Affairs to development education and communication. During the year, we developed our own expertise, trained business students in Turku and Helsinki, as well as state-owned companies and enterprises operating in developing countries, and launched corporate responsibility-related collaboration with Finnair and Neste. We have been engaged in close cooperation on issues of corporate responsibility with bodies in public administration and other important operators. We also started an internal process to cascade child rights principles, steering business operations in the activities carried out by UNICEF Finland.

## COMMUNICATIONS

Changes in domestic policy signified a busy year in news from the perspective of the rights of the child. Budget cuts in development cooperation aid and services for Finnish children required UNICEF's voice, as did the situation with refugees in Europe.

Our earned media visibility continued to grow significantly. In online services, the number of our Facebook likes doubled for the second consecutive year: with 19,000 likes at the end of 2013, they numbered 36,000 in 2014 and 74,000 at the end of 2015. The number of visitors to our own website increased by one-fifth in one year: in 2014, we had 270,000 visitors and in 2015 that number had grown to 330,000.



The Communications team supported communication by all the units and the development of their communication plans, and trained staff members. The improvement of preparedness for crisis communications was postponed to the following year.

We started international cooperation with the Mother's Wish film made by Oktober production company. The film tells 10 stories about a mother's love from around the world. It received significant visibility in Finland.

## VOLUNTARY WORK

In 2015, our nationwide network of volunteers included more than 40 groups, with approximately 2,000 volunteers taking part in their activities. The volunteers were implementing a Thirst collection for children in Syria and Nepal, making Anna and Toivo dolls, selling cards and handicrafts before Christmas, and organizing numerous local events and collections.

UNICEF Finland, with its volunteers, actively participated in the Nenäpäivä Show. The cities of Pori and Kokkola were responsible for coordinating its local events this year.

Volunteers' activities were supported through training and communication, and by producing necessary materials. Web services have become part of the everyday life of volunteer groups. In 2015, they were employed to support local communications, the acquisition of new members, and information about sales points around Christmas.

The Global Grandparents network, which was launched during the preceding year, organized itself into various groups, arranged presentations, and supported UNICEF's education project in Bolivia. A learning trip for the project supporters was made in the spring.

Volunteers' operations raised approximately EUR 850 000.

## 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 Committee's patron in 2015 was Mrs. Jenni Haukio.

### General Annual Meeting and Membership

At the end of 2015, the number of members of the organization was 916 (932 at the end of 2014). 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 April 29. The Meeting endorsed the Annual Report and Financial Statements for the previous year and discharged the Board from liability. The Annual General Meeting elected Seppo Sauro and Maria Väkiparta as new Board members. Merja Anis and Tuulikki Siltanen's term as the Board members ended.

### Board of Directors

The Board of Directors makes decisions on the guidelines, principles and rules concerning the management of the organization's activities and financial management, and oversees the implementation of the Cooperation Agreement between the organization and UNICEF and the development of the organization's activities and finances. In addition, the Board determines the management of the organization's tangible and investment assets, and the allocation of money for emergency aid.

The members of the Board of Directors include Senior Adviser, Lagman Antti Heikinheimo (Chairman); Rector Heikki Eskola (Vice Chairman); Partner Riitta Pollari; Professor of Pediatrics Mikael Knip; Chairperson of a local group Maria Väkiparta; Ambassador emerita Kirsti Lintonen; Senior Adviser on social affairs Seppo Sauro; Senior Partner Teppo Rantanen; Attorney-at-Law Hanna-Mari Manninen, and Managing Director Teija Andersen.

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 National Committee has a Board Nomination Committee, which compiles a proposal for the Board members and for the Chairman of the Board, when necessary, to the Annual Meeting of the National Committee. On assignment from the Annual Meeting or from the Board, the Nomination Committee can also create a report on the realization of the good governance practice in the National Committee's operations.

The Board particularly focused on the development of good governance in collaboration with an expert from UNICEF, who visited the second meeting in the spring. A working group appointed by the Board of Directors prepared amendments to the National Committee's by-laws and rules of procedure of the Nomination Committee, which were approved at the Annual Meeting. New members participated in an orientation meeting arranged for members of the National Committees in Geneva in November.

The Board performed an assessment of its own activities and those of the organization's management in the spring of 2015. The assessment was reformed to comply with recommendations issued by UNICEF. The response rate of the assessment was 80. On the basis of the results of the assessment, the Board decided to focus more closely on the following areas: Board members' possibilities to have an impact, commitment to Board's work, risk management process, and internal audit. The decision was also made to prepare a more detailed survey and development plan on these areas in spring 2016.

### Management and Personnel

Responsibility for carrying out the Board's decisions lies with the Committee's Executive Director, who is assisted by the Management Team composed of executive officers. The Executive Director's primary tasks include the planning and development of the organization's activities and finances, maintaining communications and relations with the most

important stakeholders, the recruitment and development of personnel, and ensuring compliance with the Cooperation Agreement concluded between UNICEF and UNICEF Finland. The Executive Director also prepares reports on the organization's performance to the Board of Directors. Marja-Riitta Ketola serves as the organization's Executive Director.

At the end of 2015, the organization employed 56 permanent and 7 fixed-term staff members. The organization had an average of 47 face-to-face fundraisers per month. The average number of staff, calculated in person-working time for the years, was approximately 88. The organization's personnel expenses totaled EUR 3.1 million, of which the share of wages and fees was 83% (81% in 2014).

## ADMINISTRATIVE AND INTERNAL EVENTS

The focus in financial administration was the development of reporting. We continued the development of reporting by the organization and its various units, started in 2014, by creating comprehensive financial indicators for the monitoring of results and campaigns. We also continued the utilization of the customer management system by developing data analyses of data warehouses. Our operating system was upgraded and we adopted the use of cloud services, which enabled flexible working methods regardless of the location. As part of the implementation of the cloud services, we developed a comprehensive intranet website for the organization.

### Human Resources Administration

We continued to develop expertise and supervisory work at supervisor forums and by improving the process of human resources (HR) administration. The supervisor forums focused on various sections of supervisory work: development as a supervisor, harmonization of operating procedures and supervisor practices, and supervisors' own well-being at work. The processes of HR administration were developed by reforming, for example, the goal and development discussion forms, as well as the personnel

and training plan. We also crystallized the values of the organization and started to cascade them.

We took part in the Great Place to Work Program for the third time. Our investment in the development targets selected earlier was evident as a clear improvement in the results. Our face-to-face staff took part in the survey for the first time. Our Trust Index figure, which illustrates the level of trust in the organizational culture, was 83, a 7% increase from 2014. We will continue with our systematic development work, and our goal is to be one of the best and most innovative workplaces in Finland.

### Risk Management

UNICEF Finland's risk management is governed by the Risk Management Principles approved by the Board of Directors. The Risk Management Principles describe the risk management policy and objectives, the risk management process, responsibilities, and reporting. Responsibility for the practical implementation of risk management rests with the Management Team, with the entire organization taking part in it, especially at the preparatory phase of the action plan.

The organization applies a uniform risk assessment and reporting model, which was reformed in 2015 by adding ethical risks to the list of risks. The other risk classes are strategic, operational, and financial risks. The order of priority of the risks is set 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 financial risk is seen to be any rise in the costs of acquiring new donors, partially because of new methods of payment, but especially due to a change in donor behavior. We aim to prevent the realization of this risk by studying different payment methods to increase cost efficiency, by developing our communication with donors, and by testing new operating procedures.

The most significant strategic risk is that the long-standing financial recession will decrease income formation

and fundraising. We are actively monitoring the trends in the result, so we can quickly react to any changes in it, if necessary. We have also invested in customer management, marketing and product development, in order to prevent the realization of the risk.

The most significant operational risk comprises deficiencies in the allocation, expertise and recruitment of personnel resources. We aim to minimize this risk through comprehensive training of supervisors and work instruction. Also, we have highlighted risks related to field trips, which we try to anticipate by means of efficient travel guidelines and preparation.

## CORPORATE RESPONSIBILITY

### Social Responsibility

We endeavor to be a responsible workplace, and we want to honor human rights and children's rights in all of our activities. We established a development forum that represents all the units to determine measures needed to guarantee our social responsibility. During 2015, the development forum charted all the potential ethical risks in our operation, as well as existing measures and guidelines for minimizing them. We will continue these actions in 2016 by drawing up an implementation plan for minimizing all potential risks. In addition, we will prepare ethical principles covering all of our activities, which will set the framework and instructions for our responsible operations.

### Environmental Responsibility

We take part in WWF's Green Office environmental programme, and our goal is to minimize our environmental footprint. New staff members are trained on our environmental practices. Our Green Office promotes the adoption and maintenance of good practices, and provides employees with information and training. Our environmental indicators include greenhouse gas emissions, as well as the consumption of electricity and paper and emissions coming from it.



In absolute terms, our greenhouse gas emissions have increased by 8.5% since 2012. Calculated per person, the emissions have remained at the level of 2012, our comparison year. In 2015, the emissions totaled 5.6 tons of CO<sub>2</sub>/person. Paper consumption (ream per person) has decreased by about 44% since 2012, and electricity consumption has declined by approximately 23%.

Earlier, we convinced our proprietor, the Lindström building, to use electricity produced from 100% renewable energy sources. For printing, we are using recycled FSC-marked paper with a minimum carbon footprint. Reduction of air travel has proven to be difficult, although we have developed remote communication tools and training, for example.

In 2015, we provided all staff members with training on environmentally friendly practices, promoted energy-saving and recycling practices, and conducted a survey on consumption habits and commuting for our employees.

## EVENTS IN 2016 AND FUTURE OUTLOOK

Our goals and measures for 2016 are based on UNICEF Finland's strategy for 2014–2017. The strategy was drawn up in the spring of 2014 and revised in spring 2015. We will prepare an intermediate assessment of the strategy in 2016. We will specify our strategy, especially with regards to advocacy work and new types of corporate partnerships, such that we will take account of global objectives for sustainable development and the opportunities provided by innovative partnerships.

In domestic advocacy, the focus area will be the development of administrative work, based on children's rights, at the levels of municipal and state government. Next year, our Child-Friendly Municipality operating model will cover 12 municipalities all over Finland. In domestic work, we will also enhance the realization of the rights of children who are in the most vulnerable position. In 2016, we will pay special attention to the situation of child asylum seekers and refugees.

In the past few years, the field of fundraising has been

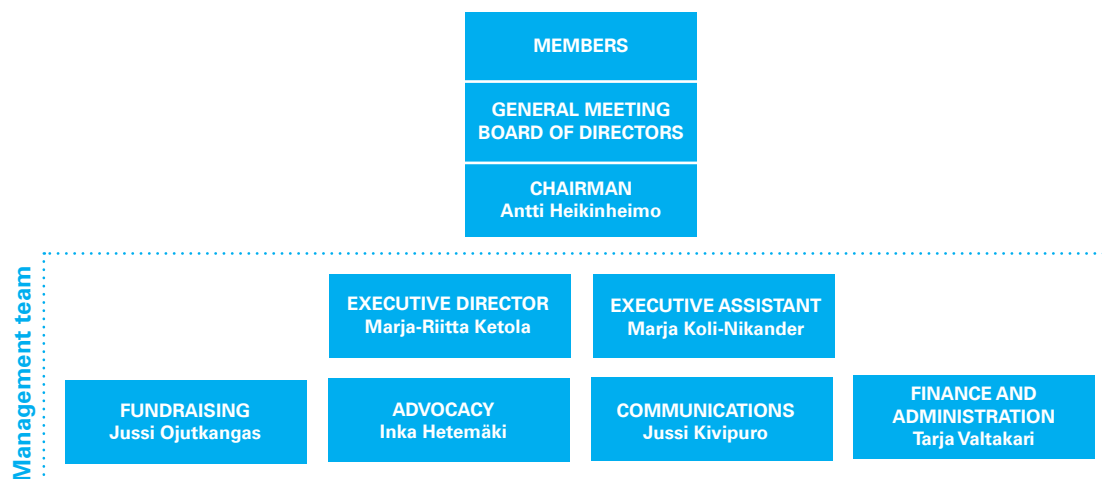
in constant flux due to external factors. We have been able to adapt to these changes well; good proof of this is a 7% increase in fundraising. The trust of the general public, skilled fundraising, and investments in the development of our systems have been key in securing our result. We will continue to develop fundraising by testing new techniques in both the acquisition of new donors and the management of current ones.

In corporate fundraising, our strategy will continue to be based on deepening cooperation and building new, significant partnerships, both in terms of fundraising and promotion of child rights implementation in the business community.

UNICEF will celebrate its 70th anniversary in 2016. We have a special reason for celebration; after all, Finnish children were among the first to receive help after the end of the Second World War.

The year 2016 will be an interesting and challenging period of time. If necessary, we have to be agile in our operation, so we can achieve our ambitious objectives.

## THE STRUCTURE OF UNICEF FINLAND 31 DECEMBER 2015



## INCOME STATEMENT

|                               | Realized<br>1.1.–31.12.2015 | Realized<br>1.1.–31.12.2014 |
|-------------------------------|-----------------------------|-----------------------------|
| KEY OPERATIONS                |                             |                             |
| FUNDRAISING                   |                             |                             |
| Private fundraising           |                             |                             |
| Income                        | 18 498 359,42               | 17 030 459,15               |
| Marketing support             | 124 000,00                  |                             |
| Direct expenses               | -2 679 487,20               | -2 409 162,72               |
| Indirect expenses             | -1 378 724,41               | -1 367 498,40               |
| Private fundraising, total    | 14 564 147,81               | 13 253 798,03               |
| Corporate fundraising         |                             |                             |
| Income, total                 | 1 435 754,44                | 1 254 432,72                |
| Direct expenses               | -83 326,93                  | -91 752,95                  |
| Indirect expenses             | -154 551,91                 | -180 698,38                 |
| Corporate fundraising, total  | 1 197 875,60                | 981 981,39                  |
| Volunteers' operations        |                             |                             |
| Income, total                 | 843 376,39                  | 903 071,51                  |
| Direct expenses               | -77 064,61                  | -121 254,88                 |
| Indirect expenses             | -178 289,55                 | -187 064,23                 |
| Volunteers' operations, total | 588 022,23                  | 594 752,40                  |
| FUNDRAISING, TOTAL INCOME     | 20 777 490,25               | 19 187 963,38               |
| FUNDRAISING, NET INCOME       | 16 350 045,64               | 14 830 531,82               |

|   | Realized<br>1.1.–31.12.2015 | Realized<br>1.1.–31.12.2014 |
|---|-----------------------------|-----------------------------|
| CONTRIBUTIONS   |                             |                             |
| CONTRIBUTIONS, TOTAL                                  | -14 786 549,26              | -13 261 145,75              |
| COMMITTEE'S SHARE                                     | 1 563 496,38                | 1 569 386,07                |
| DOMESTIC ACTIVITIES                                   |                             |                             |
| Advocacy and communications                           |                             |                             |
| Appropriations for communications and project support | 748 614,00                  | 467 150,00                  |
| Costs of advocacy and communications                  | -555 033,12                 | -484 416,34                 |
| Indirect costs of advocacy and communications         | -1 268 354,90               | -1 131 806,16               |
| Advocacy and communications, total                    | -1 074 774,02               | -1 149 072,50               |
| COMMITTEE OPERATIONS                                  |                             |                             |
| Administration  |                             |                             |
| Personnel expenses                                    | -3 503 887,44               | -3 173 965,53               |
| Depreciations   | -129 288,25                 | -110 993,18                 |
| Other general administrative costs                    | -1 082 084,14               | -1 133 706,69               |
| General administration, total                         | -4 715 259,83               | -4 418 665,40               |
| Allocation of units                                   | 4 034 841,93                | 3 781 435,08                |
| Unallocated administrative costs                      | -680 417,90                 | -637 230,32                 |
| Membership revenue                                    |                             |                             |
| Committee membership revenue                          | 16 706,82                   | 17 456,91                   |
| Committee membership expenses                         | -6 150,39                   | -2 972,40                   |
| Committee membership revenue, total                   | 10 556,43                   | 14 484,51                   |
| Cost surplus  | -181 139,11                 | -202 432,24                 |
| Investment and financing activity                     | 31 139,11                   | 52 432,24                   |
| Public support  | 150 000,00                  | 150 000,00                  |
| SURPLUS/DEFICIT FOR FINANCIAL PERIOD                  | 0,00                        | 0,00                        |



## BALANCE SHEET

| ASSETS                      | 31.12.2015           | 31.12.2014           |
|-----------------------------|----------------------|----------------------|
| <b>FIXED ASSETS</b>         |                      |                      |
| Intangible assets           |                      |                      |
| Intangible rights           | 317 315,46           | 285 727,20           |
| Tangible assets             |                      |                      |
| Machinery and equipment     | 8 800,44             | 13 798,14            |
| Investments                 |                      |                      |
| Other stocks and shares     | 63 500,35            | 61 497,09            |
| <b>FIXED ASSETS</b>         | <b>389 616,25</b>    | <b>361 022,43</b>    |
| <b>CURRENT ASSETS</b>       |                      |                      |
| Long-term receivables       | 0,00                 | 90 000,00            |
| Short-term receivables      |                      |                      |
| Sales receivables           | 23 713,73            | 108 031,46           |
| Other receivables           | 2 392,01             | 4 684,05             |
| Accrued income              | 492 494,76           | 1 086 249,39         |
| Cash and cash receivables   |                      |                      |
| Cash and cash receivables   | 14 462 922,69        | 12 856 581,05        |
| <b>CURRENT ASSETS</b>       | <b>14 981 523,19</b> | <b>14 145 545,95</b> |
| <b>ASSETS</b>               | <b>15 371 139,44</b> | <b>14 506 568,38</b> |
| <b>LIABILITIES</b>          |                      |                      |
| <b>EQUITY</b>               |                      |                      |
| Other funds                 |                      |                      |
| Reserve fund                | 1 276 736,83         | 1 276 736,83         |
| Other funds                 | 169 314,79           | 169 314,79           |
| Retained surplus            | 748,96               | 748,96               |
| Surplus from review period  | 0,00                 | 0,00                 |
| <b>EQUITY</b>               | <b>1 446 800,58</b>  | <b>1 446 800,58</b>  |
| <b>EXTERNAL LIABILITIES</b> |                      |                      |
| Short-term                  |                      |                      |
| Received advanced payments  | 101 410,00           | 207 975,00           |
| Accounts payable            | 173 954,48           | 187 898,35           |
| Debt to UNICEF              | 13 226 959,10        | 12 261 450,75        |
| Other debts                 | 54 170,35            | 47 393,64            |
| Accrued expenses            | 367 844,93           | 355 050,06           |
| <b>EXTERNAL LIABILITIES</b> | <b>13 924 338,86</b> | <b>13 059 767,80</b> |
| <b>LIABILITIES</b>          | <b>15 371 139,44</b> | <b>14 506 568,38</b> |

## 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 depreciations

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

#### Current assets

The Committee has current assets.

#### Stocks and shares

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

#### Support funds

Communication and project support received from the Ministry for Foreign Affairs and the Ministry of Education and Culture is entered into the income statement under the item "Appropriations for communications and project support" under "Advocacy and communications". The use of communication and project support is presented in Note 3.2 Appropriations for communications and project support. The public support granted as state aid received from the Ministry for Foreign Affairs is entered under the "Committee activities" item in the income statement.

#### Policy for entering costs

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

#### Total income and expenses

The income and expenses of fundraising by the Committee are divided, by customer group, into private fundraising, corporate fundraising, and volunteers' operations. Income from licensed and campaign products are included in income from corporate fundraising and volunteers' operations. Domestic activities include advocacy and communication expenses. Committee operations include income and expenses allocated to administration and membership.

#### Result for the financial period

The Committee does not accumulate capital and it does not aim to generate profit. The organization's profit target is zero. Contributions to the programs of the principal organization are made in full from net income.

#### Contributions to UNICEF

Tilitys pääjärjestölle UNICEFin lastenrahastoon sekä temaattisiin- ja nimikko-ohjelmiin tehdään täysimääräisenä nettotuloksesta. Tilikauden tuloksesta tehtävä tilitys on taseessa velkana UNICEFille.

#### 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

|   |               |               |
|---|---------------|---------------|
| Total income  |               |               |
| Fundraising   | 20 777 490,25 | 19 187 963,38 |
| Committee activities                                  | 16 706,82     | 17 456,91     |
| Appropriations for communications and project support | 748 614,00    | 467 150,00    |
| Public support  | 150 000,00    | 150 000,00    |
| Support from UNICEF                                   | 124 000,00    | 0,00          |
| Investment activity                                   | 31 139,11     | 52 432,24     |
| Extraordinary items                                   |               |               |
| Income, total   | 21 847 950,18 | 19 875 002,53 |

|                                      |               |               |
|--------------------------------------|---------------|---------------|
| <b>Total expenses</b>                | <b>2015</b>   | <b>2014</b>   |
| Fundraising                          | 4 551 444,61  | 4 357 431,56  |
| Contributions to UNICEF              | 14 786 549,26 | 13 261 145,75 |
| Domestic activities                  | 1 823 388,02  | 1 616 222,50  |
| Committee activities                 | 557 280,04    | 529 209,54    |
| Depreciations                        | 129 288,25    | 110 993,18    |
| Expenses, total                      | 21 847 950,18 | 19 875 002,53 |
| Result for the financial period      | 0,00          | 0,00          |
| Surplus/deficit for financial period | 0,00          | 0,00          |

#### Appropriations for communications and project support

|   |                      |                  |
|---|----------------------|------------------|
| <b>3.2. Project and communication appropriations</b>      | <b>Appropriation</b> | <b>Used 2015</b> |
| Ministry for Foreign Affairs:                             |                      |                  |
| Appropriation for development communication and education | 276 250,00           | 208 995,00       |
| Uganda project  | 386 285,00           | 352 130,00       |
| Innovations Summit  | 87 000,00            | 87 000,00        |
| Ministry of Education and Culture:                        |                      |                  |
| Project on educating children on human rights             | 49 839,00            | 49 839,00        |
| Ministry of Education:                                    |                      |                  |
| Further training project for teachers                     | 50 650,00            | 50 650,00        |
| Total   | 850 024,00           | 748 614,00       |
| Transferred to 2016                                       |                      | 101 410,00       |

|   |             |             |
|---|-------------|-------------|
| <b>3.3. Investment and financing activity</b> | <b>2015</b> | <b>2014</b> |
| Interest income                               | 31 139,11   | 52 432,24   |

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

|                                     |             |             |
|-------------------------------------|-------------|-------------|
| <b>4.1. Intangible assets</b>       | <b>2015</b> | <b>2014</b> |
| Net expenditure January 1           | 285 727,20  | 262 758,15  |
| Increase                            | 152 831,86  | 122 212,81  |
| Deductions                          | 0,00        | 0,00        |
| Net expenditure December 31         | 438 559,06  | 384 970,96  |
| Depreciations                       | -121 243,60 | -99 243,76  |
| Net expenditure after depreciations | 317 315,46  | 285 727,20  |

|                                     |             |             |
|-------------------------------------|-------------|-------------|
| <b>4.2. Machinery and equipment</b> | <b>2015</b> | <b>2014</b> |
| Net expenditure January 1           | 13 798,14   | 19 770,96   |
| Increase                            | 3 046,95    | 5 776,60    |
| Deductions                          | 0,00        | 0,00        |
| Net expenditure December 31         | 16 845,09   | 25 547,56   |
| Depreciations                       | -8 044,65   | -11 749,42  |

|                                     |          |           |
|-------------------------------------|----------|-----------|
| Net expenditure after depreciations | 8 800,44 | 13 798,14 |
|-------------------------------------|----------|-----------|

|                               |             |             |
|-------------------------------|-------------|-------------|
| <b>4.3. Stocks and shares</b> | <b>2015</b> | <b>2014</b> |
| Other stocks and shares 1.1.  | 61 497,09   | 61 497,09   |
| Increase                      |             |             |
| Aktia Solida B fund 31.12.    | 2 003,26    |             |
|                               | 63 500,35   | 61 497,09   |

|   |             |             |
|---|-------------|-------------|
| <b>4.4. Short-term receivables</b>                        | <b>2015</b> | <b>2014</b> |
| Purchase money claim, shares in property at Pertulantie 6 | 0,00        | 90 000,00   |

|                                       |             |              |
|---------------------------------------|-------------|--------------|
| <b>4.5. Accrued income</b>            | <b>2015</b> | <b>2014</b>  |
| Fundraising receivables               | 452 383,29  | 362 448,70   |
| Receivables of general administration | 40 111,47   | 723 800,69   |
| Receivables, total                    | 492 494,76  | 1 086 249,39 |

### 5. Details on balance sheet liabilities

|   |              |              |
|---|--------------|--------------|
| <b>5.1. Equity</b>                          | <b>2015</b>  | <b>2014</b>  |
| <b>Reserve fund 1.1.</b>                    | 1 276 736,83 | 1 276 736,83 |
| No changes 31.12.                           | 1 276 736,83 | 1 276 736,83 |
| <b>Other funds/</b>                         |              |              |
| <b>Board operations fund 1.1.</b>           | 169 314,79   | 169 314,79   |
| No changes 31.12.                           | 169 314,79   | 169 314,79   |
| <b>Retained surplus 1.1.</b>                | 748,96       | 748,96       |
| Deduction/increase                          | 0,00         | 0,00         |
| Surplus/deficit for financial period 31.12. | 748,96       | 748,96       |



## 5.2. External liabilities

|                                  | 2015           | 2014           |
|----------------------------------|----------------|----------------|
| <b>Short-term</b>                |                |                |
| Received advanced payments       | 101 410,00     | 207 975,00     |
| Accounts payable                 | 173 954,48     | 187 898,35     |
| <b>Debt to UNICEF 1.1.</b>       | 12 261 450,75  | 11 917 905,16  |
| Contributions during fiscal year | -12 096 143,60 | -11 752 597,83 |
| Increase from fiscal year        | 14 786 548,86  | 13 261 145,75  |
| Advance contributions            | -1 724 897,31  | -1 165 002,33  |
| Debt as of December 31           | 13 226 958,70  | 12 261 450,75  |
| <b>Accrued expenses</b>          |                |                |
| Annual leave accrual             | 350 661,42     | 337 867,85     |
| Other accrued expenses           | 17 183,51      | 17 182,21      |
| Accrued expenses December 31     | 367 844,93     | 355 050,06     |

## 6. LEASING COMMITMENTS

|                            | 2015      | 2014      |
|----------------------------|-----------|-----------|
| Payable next year          | 39 901,15 | 40 520,30 |
| Payable later              | 37 540,40 | 55 110,15 |
| Leasing commitments, total | 77 441,55 | 95 630,45 |

## 7. NOTES ON PERSONNEL

|  | 2015         | 2014         |
|--|--------------|--------------|
| <b>Number of employees at year-end</b>   |              |              |
| Permanent staff                          | 56           | 53           |
| Project and part-time staff              | 7            | 11           |
| Total                                    | 63           | 64           |
| <b>Itemization of personnel expenses</b> | 2015         | 2014         |
| Wages and salaries                       | 2 589 132,32 | 2 403 840,93 |
| Remuneration                             | 49 512,90    | 30 622,00    |
| Pension costs                            | 474 061,58   | 428 167,74   |
| Other statutory social security costs    | 100 515,98   | 90 434,92    |
| Total                                    | 3 213 222,78 | 2 953 065,59 |
| <b>Wages and salaries</b>                | 2015         | 2014         |
| Wages and remuneration of Executive      |              |              |
| Director                                 | 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 Planning Process concluded with the principal organization, the 2013 contribution percentage amounted to 71 percent of the total income.

The overall contribution percentage stood at 71%, as agreed.

### 8.1. Income and contributions from fundraising

|                               | 2015          | 2014          |
|-------------------------------|---------------|---------------|
| <b>Fundraising</b>            |               |               |
| Gross income from fundraising | 20 777 490,25 | 19 187 963,38 |
| Change from previous year     | 8,28 %        | -0,93 %       |
| Total contribution            | 14 786 549,26 | 13 261 145,75 |
| Change from previous year     | 11,50 %       | -1,59 %       |

## Contribution targets

|   | 2015          | 2014          |
|---|---------------|---------------|
| <b>UNICEF's specific programs</b>                         |               |               |
| Health  | 220 007,73    |               |
| Education   | 1 097 635,41  |               |
| Child Protection  | 165 000,00    |               |
| Humanitarian aid  | 1 492 737,00  |               |
| Water and sanitation                                      | 539 234,00    |               |
| HIV and AIDS  | 267 557,00    |               |
| <b>Contributions to UNICEF's specific programs, total</b> | 3 782 171,14  | 2 853 955,90  |
| Portion of total contribution                             | 25,58 %       | 21,52 %       |
| <b>UNICEF's Regular Resources</b>                         |               |               |
| <b>Contributions to UNICEF Regular Resources, total</b>   | 11 004 378,12 | 10 407 189,85 |
| Portion of total contribution                             | 74,42 %       | 78,48 %       |
| <b>Total contribution in 2015</b>                         | 14 786 549,26 | 13 261 145,75 |
| Share of fundraising                                      | 71,2 %        | 69,1 %        |

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

## Receipt types in use during fiscal period:

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

|   | 2015 |      | 2014 |      | 2013 |      | 2012 |      |
|---|------|------|------|------|------|------|------|------|
|   | M €  | %    | M €  | %    | M €  | %    | M €  | %    |
| Gross income from fundraising                   | 20,8 |      | 19,2 |      | 19,4 |      | 18,5 |      |
| Fundraising expenses                            | 2,8  | 14 % | 2,7  | 14 % | 2,6  | 13 % | 2,5  | 13 % |
| General expenses                                | 1,7  | 8 %  | 1,9  | 10 % | 2,1  | 11 % | 1,9  | 10 % |
| Domestic work                                   | 1,5  | 7 %  | 1,4  | 7 %  | 1,3  | 6 %  | 1,1  | 6 %  |
| Contributions to UNICEF                         | 14,8 | 71 % | 13,3 | 69 % | 13,5 | 70 % | 13,1 | 71 % |
| Wages and remuneration for the financial period | 2,6  | 13 % | 2,4  | 13 % | 2,6  | 13 % | 2,4  | 13 % |
| Average number of employees*                    | 88   |      | 86   |      | 82   |      | 89   |      |

#### 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 x 100

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

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

**Domestic work** = Domestic work

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

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

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

**Wages and remuneration, %** = Wages and remuneration for the period/ Gross fundraising income x 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, 2015. 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 15 April 2016

Heidi Vierros  
Authorized Public Accountant

Susanna Saanikari  
Authorized Public Accountant

KPMG Oy Ab, a Finnish limited liability company and a member firm of the KPMG network of independent member firms affiliated with KPMG International Cooperative ("KPMG International"), a Swiss entity.

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