



unicef 
for every child

FOR EVERY CHILD,
RESULTS

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Design by Camila Garay

Front cover image Maha Nasen, 6,
fled her home in Homs, Syrian Arab
Republic, and now lives in an infor-
mal settlement in Bekaa, Lebanon.

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A young girl with dark skin and short hair is smiling broadly, looking upwards. She is holding up a large, light blue mosquito net with both hands, framing her face. She is wearing a light-colored, possibly beige or cream, dress with a lace collar and ruffled sleeves. The background is dark and indistinct, suggesting an indoor setting at night.

In Kenya, Linet Atieno sleeps under a specially treated mosquito net that helps prevent malaria and other mosquito-borne diseases.

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FOR EVERY CHILD, RESULTS

UNICEF was established in the aftermath of World War II to help children whose lives and futures were at risk – no matter what country they were from. The only thing that mattered to UNICEF was reaching children in need.

What mattered was achieving results.

Today, with conflicts and crises around the world threatening and displacing millions of children, and millions more facing poverty, deprivation, violence, exploitation and discrimination, achieving results for children matters more than ever – and achieving them for every child is still UNICEF's driving force.

We bring 70 years of field-tested expertise, a network that spans the globe, a passion for innovation and a commitment to making every dollar count.

We're working day-in and day-out, in some of the world's toughest places – to reach the children who are most at risk and most in need. We're working to save their lives. We're working to keep them safe from harm. We're working to give them a childhood in which they're loved, protected, healthy, educated, and able to fulfil their potential.

That's what UNICEF does. And we never give up.

There have been tremendous advances made for children around the world, especially in the past 30 years ...

- Deaths of children under 5 reduced by more than 50% since 1990
- Stunting in children under 5 reduced by 41% between 1990 and 2015
- Proportion of undernourished children reduced by almost half since 1990
- Global polio cases reduced by 99% since 1988
- The number of new HIV infections among children 0–14 years reduced by more than half since 2010
- As many girls as boys are enrolled in primary education in two-thirds of countries in developing regions
- 2.6 billion more people have cleaner drinking water today than in 1990

... but millions of children are still left behind

- Every year, around 3 million children die from malnutrition
- Every year, an estimated 1.5 million deaths could be averted through vaccination
- Every day in 2015, around 16,000 children under 5 died, most of them from causes we can prevent
- Every two minutes, a 15–19-year-old is newly infected with HIV – two thirds of them girls
- Every two minutes, a child under 5 dies because of a mosquito bite
- More than 1 in 3 children – around 250 million children – leave primary school without learning how to read, write and do simple arithmetic, according to a 2014 estimate
- 50 million children are on the move – many fleeing violence, war, poverty and climate change





In Yemen, a medical practitioner uses a special measuring tape to screen a child for severe acute malnutrition.

© UNICEF/UN057347/Almang



In Mongolia, 4-year-old P. Otgonjargal was immunized against measles and rubella by vaccinators who travelled by automobile, hand-drawn ferry, reindeer and foot to reach her community.

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6 WAYS UNICEF GETS RESULTS

1 LOCAL PRESENCE, GLOBAL REACH

UNICEF is active in 190 countries and territories – more than any other children’s organization. Whether we’re partnering with governments, local groups, other UN agencies or other children’s organizations, we bring unequalled experience and expertise in saving and improving children’s lives.

Our vast network means we can take successful approaches from one place and adapt them to meet challenges elsewhere, helping drive results for children at a global scale.

RESULTS

- Procured 2.5 billion doses of vaccines for children in nearly 100 countries in 2016, reaching almost half of the world’s children under 5.
- Helped immunize more than 85 million children against measles in 2016. Between 2000 and 2015, measles vaccines averted an estimated 20.3 million deaths.
- Provided 447 million children with vitamin A supplements in the past two years, reducing blindness in children, boosting their immunity to disease and reducing child deaths.
- Provided education materials to almost 47 million children over the past 3 years – many affected or displaced from their homes by conflict and crisis.
- Helped bring safe water to over 49 million people in humanitarian situations over the past 3 years.
- Helped register nearly 22 million births in the past 2 years, providing children with a legal identity and helping prevent them from missing out on critical services.

2 SAVING MORE LIVES FOR LESS MONEY

UNICEF is funded entirely by voluntary contributions – and we are committed to making every dollar go further to save and improve children’s lives. As one of the world’s largest buyers of lifesaving supplies such as vaccines, mosquito nets and ready-to-use therapeutic foods, UNICEF has unique leverage to negotiate the lowest prices. Buying big and being transparent enable us to shape markets, cut costs and increase efficiency – and thus, to save more lives.

RESULTS

- Reduced the price of pentavalent vaccine by half in 2016 to US\$0.84 a dose, average. The vaccine protects against five child-killing diseases – including diphtheria, tetanus and hepatitis B – and will save an estimated 5.7 million children’s lives by 2020.
- Saved some US\$520 million on procurement of vaccines and other supplies for children in 2016, bringing total estimated savings for UNICEF and our partners to about US\$1.5 billion over the past five years.
- Helped bring down the average price of mosquito nets from US\$5.50 in 2000 to US\$2.34 in 2015. There was a 50.3% drop in malaria-related deaths during that period – and 6.8 million lives saved between 2001 and 2015. UNICEF distributed more than 22 million mosquito nets in 30 countries in 2015.



In Burkina Faso, malnourished 7-month-old Saamatou Bangou eats ready-to-use therapeutic food in a health centre in the Est Region.
© UNICEF/UNI122783/Asselin



Kinan Kadouni, 26, a Syrian refugee now living in Belgium, carries a child who was among refugees coming ashore on the island of Lesbos, Greece.

© UNICEF/UNI197517/Gilbertson VII Photo

3 EMERGENCY RESPONSE AND READINESS

UNICEF is on the ground before, during and after humanitarian emergencies. Our global supply chain and hands-on presence mean we can get help to where it's needed fast. In fact, UNICEF can ship lifesaving supplies almost anywhere in the world within 48 hours. In emergency situations we lead the response by UN agencies, international NGOs and local partners to reach children with safe water and sanitation, nutrition and education.

Just as important, UNICEF stays and delivers – recognizing that how we respond in crises lays the foundation for long-term development, just as how we work in non-crisis situations helps communities to weather future shocks.

RESULTS

- Responded to 344 humanitarian emergencies – from conflicts to natural disasters – across 108 countries in 2016.
- Reached almost 29 million people with safe water in humanitarian situations in 2016, 3.7 million in the Syrian Arab Republic alone.
- Reached 11.7 million children with basic education in humanitarian situations in 2016.
- Treated 2.5 million children for severe acute malnutrition in humanitarian situations in 2016.
- Reached more than 162 million people with Zika prevention messages in 18 countries in Latin America and the Caribbean in the first 10 months of 2016.

4 NEW SOLUTIONS TO OLD PROBLEMS

Innovation has always been at the heart of UNICEF's ability to achieve results for children – helping fuel a child survival revolution in the 1980s and 1990s and continuing today.

With a global innovation centre to help scale up proven solutions and a dedicated innovation fund that provides financial resources to promising early-stage projects, UNICEF is helping lead the development of a new wave of technologies and products to help us reach the hardest-to-reach children and communities.

RESULTS

- Partnered with technology giants such as Google, IBM and Telefónica for our Magic Box initiative, collecting and analysing real-time data to improve our ability to respond in humanitarian emergencies.
- Helped reduce maternal and childhood mortality through our RapidPro mobile platform. In Zambia, HIV-positive mothers in rural areas now find out if their child is HIV positive in half the time it used to take, critical for preventing transmission of HIV to their infants.
- Bridged the digital divide to reach people offline with educational and lifesaving information through our Internet of Good Things. Available in more than 40 countries and with content in more than 20 languages, it reaches more than 1 million people a month.
- Piloted new approaches such as the first use of humanitarian drones to accelerate the delivery of HIV test results in Malawi, and to use mobile phones to increase birth registration in Pakistan.



In Malawi, children and other local residents watch a community demonstration of drones. UNICEF is piloting the use of drones to deliver vaccines and other life-saving supplies in hard-to-reach areas. © UNICEF/UN013394/Khonje



In rural Viet Nam, three girls stand arm-in-arm in Ban Pho Primary School. The UNICEF-supported school provides education in a safe, child-friendly learning environment.

© UNICEF/UNI10369/Estey

5 POWERFUL PARTNERSHIPS

Strong partnerships with governments, NGOs, civil society and the private sector make UNICEF's work for children possible. In turn, our credibility, impartiality and record of achieving results make us a partner of choice.

Global brands – from Ikea and Lego to Unilever – leverage their resources and drive innovation to support UNICEF's work to reach every child.

Our exceptionally generous supporters help UNICEF make a difference in the lives of children – whether it's through donating, volunteering or being advocates for children in their communities.

And of course, UNICEF's ability to achieve results for every child depends on our most important partners – governments, which provide critical resources that enable us to reach children wherever they are.

RESULTS

- Celebrated a 10-year partnership with FC Barcelona Foundation in 2016 that has benefited more than 1 million children. The alliance continues with €2 million (US\$2.2 million) a year to support marginalized children through sport and the UNICEF logo on the football team's shirt, helping raise awareness of child rights with millions of fans.
- Launched a €34 million (US\$36 million) programme with the European Union – the largest-ever EU humanitarian contribution to education in emergencies – to help educate 230,000 Syrian refugee children living in Turkey.
- Teamed up with the Bill & Melinda Gates Foundation and other partners to play a part in saving 122 million children's lives since 1990, primarily by mass vaccination.
- Joined forces with Pampers in 2006 to eradicate maternal and neonatal tetanus – a strategic partnership that has since provided 300 million vaccines for 100 million women and their babies, preventing the deaths of around 500,000 babies.

6 AN INFLUENTIAL VOICE FOR CHILDREN

UNICEF is the world's leading voice for – and with – children, and a leading source of data and information on the situation of children around the world. Impartial and non-political, we are never silent about violations of children's rights.

Our research and reports on the issues that affect children are the reference point for journalists, researchers, policy makers and advocates.

Our enormous global presence on social media amplifies UNICEF's work for children among an audience of millions.

Our Global Goodwill Ambassadors – from Danny Kaye and Audrey Hepburn in UNICEF's early years to major public figures and influencers today – help inspire people around the world to support the cause of children.

Most important: In all we do, we work to engage and empower young people to have a voice in the decisions that affect their lives.

RESULTS

- Enabled more than 3 million young people in 34 countries to voice their opinions and connect with their leaders – from debunking myths about Ebola in Liberia to helping increase HIV/AIDS testing in Zambia – through UNICEF's social messaging tool U-Report.
- Published about 2,000 articles by young people on Voices of Youth in 2016. One of the first online communities for young people to exchange ideas about the causes they care about, it receives over 1 million visits every year.
- Supported a global baby shower organized by world-famous singer-songwriter Shakira and FC Barcelona star Gerard Piqué ahead of the birth of their second child that raised enough for 71,000 doses of polio vaccines and 65,000 doses of measles vaccines.
- Followed by more than 36 million people on social media, UNICEF was one of the most followed non-profit organizations in the world in 2016. UNICEF's Facebook page was the most-liked of all international organizations and our Twitter account was the second most-followed by world leaders.



UNICEF Goodwill Ambassador Orlando Bloom holds an infant as he visits the nutritional recuperation ward at the Mother and Child Center of Diffa, Niger.
© UNICEF/UN054065/Tremeau

For every child

Whoever she is.

Wherever he lives.

Every child deserves a childhood.

A future.

A fair chance.

That's why UNICEF is there.

For each and every child.

Working day in and day out.

In 190 countries and territories.

Reaching the hardest to reach.

The furthest from help.

The most left behind.

The most excluded.

It's why we stay to the end.

And never give up.

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