

# UNICEF Ireland Annual Report 2013

Supporting Children Everywhere



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UNICEF Ireland

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# About

UNICEF promotes the rights and wellbeing of every child, in everything we do. Together with our partners, we work in 190 countries and territories to translate that commitment into practical action, focusing special effort on reaching the most vulnerable and excluded children, to the benefit of all children, everywhere. UNICEF is funded entirely by the voluntary contributions of individuals, businesses, foundations and governments. For more information about UNICEF and its work visit: [www.unicef.ie](http://www.unicef.ie)

## Chairman's Report

Paul Connolly,  
Chairman



This year demonstrated UNICEF's ability to respond and make real, lasting change for millions of children throughout the world. Whether it was an appeal for a natural disaster like Typhoon Haiyan in the Philippines, the protracted crisis in Syria or the fight to eradicate polio in the last few endemic countries, UNICEF Ireland donors responded warmly and generously, raising close to €6 million on behalf of the most vulnerable and disenfranchised children around the globe.

UNICEF is effective because we have both boots on the ground and a seat at the table with the decision makers in almost every country in the world. To continue delivering results we must remain efficient, transparent and accountable. UNICEF Ireland welcomes the appointment of a Charity Regulator in Ireland and we look forward to working closely with the new Regulator to help rebuild trust in the charity sector.

UNICEF Ireland, aligned with our global objectives, is committed to building an organisation that puts equity at the heart of everything we do. A new Strategic Plan was developed in 2013, following detailed discussions with staff and Board members and led by Executive Director Peter Power. As a member of Dóchas, Unicef Ireland has signed up to and has committed to adhere to the Dóchas Code of Conduct for Corporate Governance.

Over the next three years, we will focus on increasing pledge donations - the regular, monthly gifts that help us reach every child, no matter how remote. This will allow us to make a very real contribution to the enormous progress already made for children since 1990 - 90 million children's lives saved thanks to combined and sustained global efforts to help every child survive and thrive.

Our work on behalf of the world's most vulnerable children in 2013 would not have been possible without the generosity of corporate partners, including Aer Lingus, P&G and IKEA. The transformational work for the world's most disadvantaged young people continues with the Cathal Ryan Trust. We also welcomed the renewal of our partnership with Fyffes.

Finally, we would not exist without those individual donors the length and breadth of the country who give so generously every month and in times of emergency. I would also like to acknowledge the great work that our Ambassadors and high-profile supporters do to raise awareness of UNICEF's mission to reach every child who needs our help.

Together, we will build a world fit for children.



Together, we will  
build a world  
fit for children.

## Executive Director's Report

Peter Power,  
Executive Director



2013 was a year shaped by children's emergencies. The bitter conflict in Syria continued to wreak havoc on so many children and families caught up in the three year crisis. In August, we marked another tragic milestone with the announcement that one million Syrian children had become refugees - forced to flee in the dead of night after their homes and livelihoods were destroyed.

Inside of Syria, UNICEF remained on the ground despite challenging circumstances and colleagues like Cork-born Ettie Higgins continued to cross the lines of conflict to deliver life-saving aid to children under siege. In Lebanon, I travelled with UNICEF Ireland Ambassador Donncha O'Callaghan on one of the first humanitarian missions to encounter a Syrian refugee child with severe acute malnutrition. The toll that three years of brutality has carved out on her tiny frame was a stark reminder of why Syria is the largest humanitarian crisis of our lifetime and why UNICEF is there to help.

In November, the world was shocked by devastating images from central Philippines, showing the trail of destruction left behind by Typhoon Haiyan which remains one of the largest natural disasters ever. UNICEF responded without delay by instigating our highest possible Emergency Response Level. Within 24 hours our humanitarian aid supplies and local prepositioned stock were mobilised and our expert teams were delivering life-saving aid like water, food, hygiene kits and safe spaces for children and specialist teams to people in the affected areas.

The Irish Government continued to build on Ireland's long-standing reputation as a leader in international development aid through Irish Aid. An Tánaiste and Minister for Foreign Affairs Eamon Gilmore and Minister of State Joe Costello advocated on behalf of vulnerable people in need of humanitarian assistance in countries like Syria, the Philippines and South Sudan. The Government's contribution of €13.6 million to UNICEF will make an enormous difference to the lives of these children.

The extraordinary resilience of the families I met in the typhoon's aftermath inspired me. They will never give up trying to create a better future for their children - no matter what challenges they may face. UNICEF will not stop until every child, no matter how hard to reach, has a fair start at life and the opportunity to fulfil their potential.

Thank you for joining with us.

Peter

# World Map

**UNICEF works in over 190 countries**

-  Red = Top Level Emergency
-  Orange = Silent Emergency
-  Blue = UNICEF on the ground
-  Green = Programmes funded by companies and foundations in Ireland





Children in  
Emergencies...

UNICEF/2013/Schermbrucker

# Syria

**The largest humanitarian  
crisis of our generation**

**In the third bitter year of the brutal conflict in Syria, the number of children requiring humanitarian assistance inside the country surpassed 5 million, while over 23 million more children in the region (including over one million child refugees) needed urgent help.**

UNICEF is a key international humanitarian actor working in treacherous conditions for more than 4 million affected children inside Syria, restoring access to clean water for drinking and sanitation and ensuring medical and food supplies reach children – the most vulnerable in any humanitarian emergency.

The number of people living outside of Syria exploded in 2013, putting extraordinary pressure on host governments and humanitarian agencies to meet the heightened demand. UNICEF's response grew from meeting the needs of more than 260,000 displaced children who sought refuge at the end of 2012 to assisting 1.2 million at the end of 2013.

The movement of such a large population and the breakdown in preventative health measures, such as regular childhood immunisations, caused an outbreak of polio – the first cases recorded in Syria since 1999 – and instigated the region's largest effort to immunise against the deadly and debilitating impact of the virus.



UNICEF's attention also turned to the risks facing children not only now, but into the future, with a global call for funds to support and educate Syria's children.

The cry was "No Lost Generation" and in 2013, with our global humanitarian partners, we mobilised governments and a worldwide community of compassionate donors to fund schooling for children – many having a gap in their education of two years, or more – and the important psychosocial counseling and trauma support needed to heal.



Over 1.5 million children in Syria resumed their learning in 2013 with UNICEF education materials. These children will have the knowledge and skills to rebuild their country when peace comes.

**//** I was shocked when a mother gave me her baby girl Aisha to hold, who is the same age as my own daughter Anna, and I could barely feel her weight in my arms. Her wrists were so tiny and you could see the bones sticking out of her chest. Luckily, UNICEF was able to respond immediately, organising a medical team and emergency food for the children. **//**

**Donncha O'Callaghan,**  
UNICEF Ireland Ambassador,  
visiting Syrian refugees in Lebanon.

## Thinking Outside the Box:



Three years of brutal conflict in Syria has reversed more than a decade of progress in children's education. 2.2 million children inside Syria have dropped out of school.



In Aleppo attendance plunged to 30%. In response to children risking their lives to attend school, UNICEF developed and implemented a home-based self-learning programme to allow them to continue their education.



Further innovations are planned including an e-learning pilot in refugee camps with a new affordable computer called Raspberry Pi.



# Impact Story



**Ettie Higgins,**  
Deputy Representative, Unicef, Syria



UNICEF/2013/Lyon

Spending time talking to children is what I enjoy most about my job. When I travel through Syria, I hear some incredible stories of courage and resilience. One nine-year old boy in Aleppo told me how fled his home holding two things - his little sister's hand and his father's pet birds. He said he wanted to hear them sing each day.

The children I meet talk about homes lost and childhoods destroyed but, despite this, they never fail to demonstrate an amazing spirit that inspires hope for Syria's future. As September comes around, they ask us for school supplies and are thrilled with the copybooks they find in their UNICEF school bags. This year we distributed school supplies to over a million children as part of our 'Keep on Learning' campaign.

As part of the UNICEF team here, I spend time talking to parents. As the conflict escalates, so do their fears for their children's safety. They need things for their children that we take for granted here in Ireland - clean drinking water, warm blankets, education and immunisation against vaccine-preventable diseases.

In addition to accessing learning, children also have the chance to receive basic support to help them to cope with the traumatic events that so many have now sadly experienced. This is carried out through recreational and play activities that we have set-up in over 800 schools.

Winter in Syria can be very bleak with blizzards of snow and freezing temperatures. Before coming here, I worked for UNICEF for ten years in Africa so it was difficult at first to adjust to the cold. The snow and ice block key transportation routes around the country, making delivery of aid to families extremely challenging. This aid is essential, because these families fled without any of their belongings - they had to, in the hope of escaping the fighting as it intensified around them.

Last year the UNICEF Syria team distributed over 750,000 blankets to families, as well as clothes for babies and children, together with partners. To see children trying on their new shoes, coats and hats is really such a delight! This work would not be possible without generous contributions from the Irish public, as well as the Irish government.

The conflict, three years on, affects over 5.5 million children inside of Syria, and a further 1.2 million children who have already fled the country as refugees.

**I still feel that every morning the sun rises in Syria; it brings with it the hope that there will be a breakthrough to ending the conflict that has continued unabated for over two years.**



# Philippines

UNICEF/2013/Maitem

## A super typhoon, one of the most powerful ever known.

In November, Typhoon Haiyan (known locally as Yolanda) tore through the central Philippines with a tsunami-like force, destroying almost every building and crop that stood in its way and claiming more than 6,000 lives.

Houses, schools and health centres were flattened. The communities affected in Leyte, Samar, Eastern Samar, northern Cebu and Panay Island were already among the most vulnerable with 40 per cent of children living in poverty. 14.1 million people were affected including 5.9 million children - 1 in 3 of whom were displaced by the storm.

From day one UNICEF was on the ground putting children at the centre of the emergency response. Our teams were able to draw on prepositioned emergency supplies in the Philippines as the global operation began to mobilise tonnes of humanitarian aid. Despite roads and airports being destroyed and blocked, UNICEF's life-saving aid reached people affected by Haiyan within 48 hours.

Overall, our response reached millions of children and their families in affected areas:



**One million**  
people given hygiene  
kits and access to clean  
drinking water



**Over one million**  
children vaccinated  
to prevent the  
spread of disease



**Temporary classrooms**  
to bring one hundred  
thousand children back  
to school



Recovery has been made possible by the strong resilience shown by the affected communities and the government's commitment to disaster risk reduction, even prior to the Typhoon. UNICEF is focused on building back better in the Philippines to prepare children and families for the next disaster. Everything that we do is designed to strengthen communities - from installing new cold chains so life-saving vaccinations can reach children to providing training for first responders so more lives will be saved in those crucial first hours of the next emergency.

Today the needs are still great and it will take years for communities to fully recover but real and significant progress has been made thanks to the huge generosity of donors worldwide including those in Ireland.

**// I was briefed by our senior team in Tacloban and the massive scale of the relief effort needed became clear. From the air, for hundreds of miles, the devastation was near total. //**

**Peter Power, Executive Director, UNICEF Ireland,**  
briefing members of the Joint Oireachtas Committee on Foreign Affairs, December 2013.

## Thinking Outside the Box:



UNICEF used mobile phone apps to reunite families in the aftermath of Typhoon Haiyan.



The innovative Rapid Family Tracing and Reunification (Rapid FTR) technology, which used an open-source mobile phone application, was deployed to document and share information on unaccompanied and separated children. Real-time reporting reduced time and cost compared to a paper based system.



UNICEF also used SMS to send out key messages on child protection, back to school and hygiene promotion.

## Silent emergencies:

Every year UNICEF responds to over 250 humanitarian situations throughout the world. We're on the ground before, during and after a crisis making children's needs a top priority. Like everyone, they need safe water, sanitation and hygiene, food and shelter, medical care and vaccines. But they also need protection from abuse and exploitation, psychological support to deal with distress, and to be able to learn in a safe environment.

- In 2013 Central African Republic and South Sudan developed from silent chronic

emergencies into complex and urgent humanitarian crises that continue to deteriorate at a worrying pace. - UNICEF responded to these humanitarian crises by vaccinating 24 million children against measles, treating 2 million children suffering from severe acute malnutrition and giving 20 million children access to clean water. UNICEF was there for close to 4 million children who needed a helping hand and hope for the future through our psychological support and education programmes.

# Impact Story



**Rhea Macawili Milado,**  
24, from Tacloban, Philippines



UNICEF/2014/Reyna

I have a loving husband, Lumar, and a lovely four-year-old daughter, Althea. My husband is a fish vendor and he goes around on a bicycle to sell fish. We live in a bunk house in Barangay 48 in Tacloban, which is on the coast of Canabato Bay. We had been living here since we got married.

I was four-month pregnant when Yolanda hit. At about 5am my husband sent me and Althea to a house we thought was far enough from the coast. But it wasn't far enough. When the big waves came, the house was instantly flooded. Althea and I struggled to get out but a big fridge blocked the door. Thankfully, one of the neighbours kicked the door in from outside, and we all fled to another, stronger and larger house.

I saw waves 20-feet high, one after another. Inside, the water level kept rising. It was ice-cold. I took my daughter's hand, held it tightly and with all my energy I swam to the second floor. We stayed there nearly 10 hours. People around us were crying, praying, begging for help... I don't know how I found the strength, but I remember telling myself, "Yolanda, you may be strong! But a mother's love is stronger."

When the water receded, I found my husband. We were cold, our clothes were soaked. Children were crying, hungry and scared. My husband went to find some food and clothes. When he came back, he told me that our house had been washed away. We were left with nothing. But what more could I ask for when we were all alive?

Since Yolanda, we now receive a cash grant from UNICEF with which we buy essential food and goods for our daily life so we can send Althea to school. This allows us to use our savings for the rebuilding of our house. I am also putting aside some money from the cash grant to help me safely deliver my baby.

## **Salamat UNICEF! (Thank you, UNICEF!)**

There are times when I worry about our future. But a mother's job is never done. I want to rise up again for my children. I want to help them get education and a decent job, so they are not poor and don't have to go through hardships like we did.

# 2013 UNICEF in Emergencies

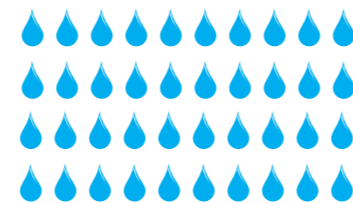
## Philippines Typhoon Emergency Response



**5.9 million**  
children affected

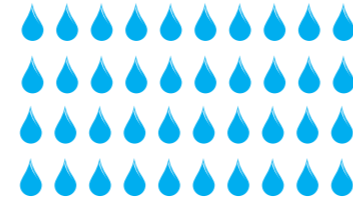


**187**  
**UNICEF**  
staff  
on the  
ground



**930,000**

people provided with  
safe drinking water



**231,000**  
children

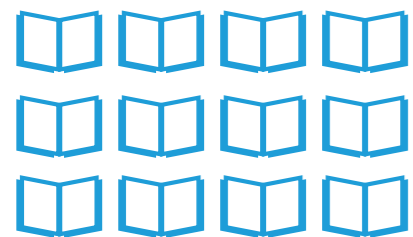
given hygiene supplies



**105 schools**  
given sanitation facilities  
(taps, toilets)



**Toilets**  
for 76,000 people



**153,000 children**

received backpacks and  
school supplies (pencils,  
copy books, etc)

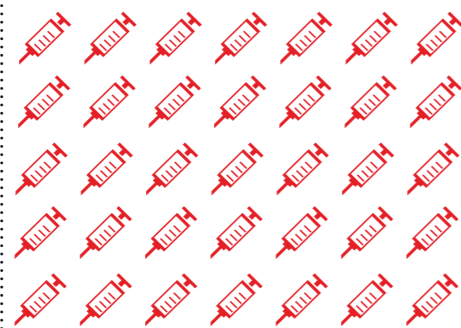


**Up to 4 in 5**  
children now  
back in school



**1,320**

Emergency  
Learning Spaces  
set up with  
school-in-a-box



**Over 83,200**

children vaccinated against measles



**97,000**

children screened for  
malnutrition



**50 Health  
Centres**

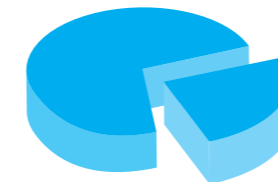
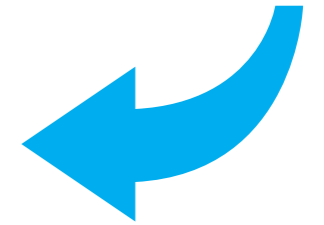
equipped with solar powered  
fridges to protect the vaccine  
Cold Chain



UNICEF/2012/Asselin

**17,000**  
**Children**

helped to recover and  
protected from abuse  
in 89 child-friendly spaces



**40%**

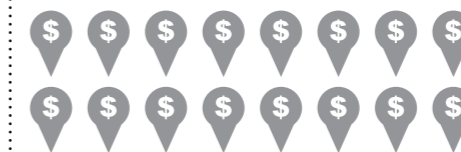
of children were  
already living in  
poverty



130 children alone  
without family



**52**  
Mother and child spaces  
for 10,000 expecting and  
new moms



10,000 vulnerable families  
received cash transfers  
to help cover basic and  
immediate needs



**90%**  
of people surveyed were  
happy with UNICEF's child  
friendly spaces

**Syria**



10 million people with  
safe drinking water



5 million children  
in need



1.5 million school  
supplies



500,000 children given  
psychological help



One million warm  
blankets



2.2 million children  
vaccinated against polio



17 confirmed cases  
of polio



1 in 5 people in Lebanon  
are now a Syrian refugee

# The Hardest to Reach



UNICEF/2013/Sanadiki



UNICEF/2012/Asselin

Our goal is to reach every child, everywhere, no matter how distant or remote, no matter what barriers stand in the way. In 2013, we continued to work with governments and partners in an effort to reach the most vulnerable children worldwide.

In September we celebrated the news that ninety million children's lives have been saved since 1990 as a result of concerted efforts to cut the number of deaths in children under 5 by two-thirds. Some of the world's poorest countries have seen the biggest improvements with Bangladesh, Ethiopia and Malawi reaching Millennium Development Goal 4 for the reduction of child deaths ahead of the 2015 deadline.

Our monthly donors share in this achievement because they provide the regular resources that UNICEF needs to save more children's lives. These unrestricted funds mean that UNICEF can choose where the needs are greatest to help the most vulnerable children, children who don't always make the headlines.

UNICEF isn't only interested in helping children to survive. We are dedicated to helping every child reach their full potential and empowering every child to take their place in the world. In 2013, UNICEF helped save more children's lives

and give them a future by reducing poverty, decreasing maternal mortality, boosting education and gender equality, and promoting environmental sustainability in over 150 countries.

While huge progress has been made, we must maintain the momentum ahead of the post-2015 discussions. 18,000 children still die every day from preventable causes like pneumonia, malaria and malnutrition. Hundreds of governments, including the Irish Government, civil society groups and private individuals have now signed UNICEF's global pledge Committing to Child Survival: A Promise Renewed to give every child the best start in life.

The reason for focusing on the most disadvantaged first is not only a moral imperative, it is also the most cost effective model of development. For every €1 million invested in the most remote and disadvantaged parts of the world, 60% more lives are saved.

// In every child's face there's all the hope and possibility of humanity and you don't want to see that light go out, //

Mia Farrow,  
UNICEF Goodwill Ambassador.

## Thinking Outside the Box:



In some of the most remote areas of Uganda people have difficulties accessing basic necessities such as water and vaccinations but, somehow, almost everyone has a mobile phone. To combat low awareness of ongoing vaccination campaigns, UNICEF used U-report, a mobile technology that uses SMS to get information directly to and from the people who we help. Not only is U-report allowing UNICEF to be more targeted with our services, it also empowers communities to identify the gaps in their own health services and help transform their society.



## In Ireland



45% increase in monthly donors in 2013

€90.00

is the average gift in an emergency



354



total number of Inspired Gifts purchased



3,230

total number of donors who gave to Syria last year



4,245

total number of donors who gave to Philippines last year

# Impact Story

## Henry

UNICEF/2013/Clarke



UNICEF/2010/Pirozzi

### “I’m worried that he is going to die, ”

Kadiatu Bangura says, sitting at the bedside of her one year old son, Henry Dixon. In Sierra Leone, one in five children in don’t make it past their fifth birthdays.

When Henry was admitted to the Malnutrition Stabilization Centre in Makeni, Sierra Leone, it was nearly too late. He was sick, had severe diarrhoea, and he was losing weight rapidly. The centre, where the therapeutic feeding program is funded by UNICEF, is where the most severe cases of severe acute malnutrition come.

Kadiatu stayed by Henry’s side, stroking his tiny hand as he began his treatment of an intravenous drip and a course of therapeutic milk, which he receives eight times a day. The milk is loaded with vegetable fats, carbohydrates, vitamins and minerals, which gives him the essential calorie boost he needs to recover.

Henry responds well to the treatment and in a few days, he’s able to lift his head and look expectantly for the health worker to deliver his therapeutic milk. He smiles at his mother and she, visibly relieved, hugs him and smiles back.

UNICEF works with Kadiatu and other mothers like her to help prevent their children from dying needlessly. Mothers are taught simple practices - like breastfeeding and handwashing with soap - that can greatly improve their children’s health. Together with the Government, UNICEF is scaling up services and low-cost, high-impact activities that work. It means working in communities to identify children like Henry Dixon and treat them before they reach this critical stage.

The last of Henry’s treatment is a ‘taste test’ of ready-to-use therapeutic food that looks just like peanut butter but is packed full of nutrients. If Henry eats it, he’ll be able to leave hospital soon. Just three packs a day of this nutritious food will help a malnourished child gain up to 2 pounds in a single week.

The health worker hands it to Henry Dixon. He takes a first tentative taste. Then another. Then he breaks into a huge grin.

### Henry Dixon is on the road to recovery.

# Children in Ireland



UNICEF Ireland promoting the rights of children in Ireland



UNICEF/2013/Stedman

## Taking Action to Fight Child Poverty

UNICEF works in Ireland to promote the rights of all children. Our research informs Government policy for children and our campaigns empower young people to build the kind of future they want to live in.

For over 10 years, UNICEF's Report Card Series has been monitoring progress in children's lives in industrialised countries. In April, Report Card 11 'Child Well-Being in Rich Countries – A Comparative Overview' was launched in the Royal Hospital Kilmainham by Minister for Children and Youth Affairs, Frances Fitzgerald TD.

The launch formed part of a two day event 'Taking Action to fight Child Poverty and to Promote Well-Being' which was held in collaboration with Eurochild, the European Anti-Poverty Network and their local partners, CRA and EAPN Ireland.

Child poverty rates in the EU continue to grow and discussions, data and debate alone will not guarantee children's futures. The event provided an occasion for UNICEF, European civil society organisations, academic and senior government and European Commission representatives to practically engage and commit to work

together and reduce inequalities and exclusion during childhood. It was an occasion to take declarations to action.

At a high-level political roundtable discussion, Minister Fitzgerald highlighted the value of evidence-based policy making. RC11's comparative data from across 29 countries demonstrates what policies are working for children: it concludes that child poverty is not inevitable. It is policy susceptible. Participants were asked to assess how current policies are impacting on children's lives.

Front and foremost were children themselves. The UN Convention on the Rights of the Child spells out that children have equal rights to participation and to have their voices heard. UNICEF Ireland asked young people how the data reflected their experience of growing up in Ireland. Only by listening to children, can we build policies that will genuinely respond to their needs and fulfil their rights.

UNICEF Ireland will continue to work in collaboration with the Government, civil society and young people themselves to build policies that respond to children's present realities and equip them for building their futures.

# Impact Story

Launch of It's About Us in Newpark Comprehensive with Executive Director Peter Power and An Tánaiste and Minister for Foreign Affairs Eamon Gilmore

## Making friends in Refugee Camps

By Susan French, Teacher, Newpark Comprehensive, Blackrock, Co Dublin

I had been working with my 3rd year (15 year olds) CSPE class piloting some workshops for UNICEF Ireland around updating the Millenium Development Goals.

To launch the resources UNICEF organized for us to Skype Hanan (17) and Musa (12), who are Syrian refugees living in the Za'atari Refugee Camp in Jordan. We did a lot of preparation, researching the background to the conflict, looking at maps, watching news reports, but nothing could have prepared us for what it would be like to chat to Hanan and Musa for real.

The Irish and Syrian kids really connected, talking about football, music and their hopes and dreams for the future, as well as what daily life is like in a refugee camp. They wanted us to appreciate what we have: they said they had such an amazing life in Syria and now it's all gone, and that they hope nothing like this ever happens to us in Ireland.

They amazed my pupils by saying that they LOVE school, and prefer it to the holidays as there is nothing for young people to do in the refugee camp. They really want to get a good education so they can help to rebuild their country when it's time.

There was lots more chat, so that when we were saying goodbye after an hour we had decided we are now friends and are determined to stay in touch. The atmosphere in the room was electric, and it was very emotional. "We love you!" were their parting words. The effect on my pupils is hard to convey: on one level, it has made them realise that behind every news story are the lives of real people just like them. But there's a whole other level too - it has changed the way they look at things, given them a perspective on their lives, and how different things could be. These are the things they can't learn from books or from me, they had to experience it for themselves.

**Making that connection with other people from other places is so powerful. In the words of my pupils:**

**"I had heard about the conflict in Syria, but the Skype call made it all more realistic, put a face to it, made it more real".**

**"When we claim we 'hate school' there are people who would love the experience we have".**

**"I felt very emotional because even though the call was short, I felt like I knew them forever, it was upsetting letting them go".**

**"I learned that no matter where you live in the world, all 14/15 year olds are the same and want the same things. Some of us are just a lot luckier with where we live".**

# Together for Children

## Working with Partners

UNICEF Ireland works with corporate partners and foundations to realise the rights of the world's children. Through these partnerships, UNICEF is able to deliver real results for children, while also benefiting from the learnings and innovation that come from engaging with the best and brightest in their field.

In each and every case, our partnerships enrich UNICEF's capacity to deliver for children. They also aid companies to consider that the world in which children must live and grow is the same world in which their business must prosper and thrive.

The critical support of our corporate partners in response to emergency appeals helps UNICEF deliver life-saving supplies and assistance to children and families affected by natural disasters and violent conflict.

## Aer Lingus

Aer Lingus passengers support UNICEF's work in emergencies and in improving child survival through the Change For Good on-board collections - with almost €17 million raised for children in over 17 years of partnership.

In response to the crisis in Syria, Cabin Crew arranged two special collections during 2013. Aer Lingus passengers to date have donated \$250,000 to support UNICEF's lifesaving work for Syrian children. In addition to this, a two-week special collection was held August 2013 in support of UNICEF's 100% vaccination programme. This will be used to procure 50,000 measles vaccines for vulnerable children living in Angola.

Aer Lingus passengers responded generously to our Philippines Emergency Appeal raising €60,000. The funds raised helped UNICEF provide clean water and hygiene supplies to families who were left with nothing following the devastating storm. Over 100,000 people benefited from clean water thanks to UNICEF water treatment packs and 20 generators were provided to get water treatment plants back up and running.

The quick provision of clean water to affected communities immediately after the disaster helped prevent disease outbreaks and stopped children dying from preventable causes.

## Impact Story

### From Loose Change to Real Change

I had the privilege of travelling to Malawi with this year's Aer Lingus UNICEF Ambassadors to witness firsthand how the money raised on-board our flights is spent to help improve the lives of some of the world's poorest children. It was an amazing experience and somehow words just don't seem enough to tell the stories of the places we visited and of the children we met. Their smiles were infectious and their laughter and free spirits were just as alive as children in Ireland who are carefree and live in a much safer environment.

There were times that we were simply heartbroken listening to the stories of the children who were abused or who are living with HIV and Aids but on the flip side it was inspiring to listen to the children who wanted to become doctors, teachers and accountants and to the enthusiastic nurses who, thanks to UNICEF, now have the tools to treat vulnerable children and women.

Every place we visited over the week stirred a real mix of emotions. For instance, the overcrowded and under resourced maternity hospital – however, it was great that so many women knew attending the clinics would significantly improve their children's lives. We visited a 'child-friendly' school – surely there should be no other kind. We met an Irish paediatrician who showed us around a brand new clinic for victims of sexual abuse funded by UNICEF.

On our last day we met with families who had to survive literally on a few cent per day. Their very existence was improved by UNICEF giving them less than \$10 per month. In a way, it seemed like hope was all around and this hope is fuelled simply by the dedication of all crew who collect for the Change for Good appeal.

UNICEF uses the funds collected onboard to make a big difference to the lives of millions.

Elizabeth Kearns, Aer Lingus

## Ikea



The annual IKEA Soft Toys for Education campaign ran from November through December 2013 in IKEA Dublin store and around the world. For each soft toy or children's book purchased, €1 was donated to UNICEF.

Since the start of this annual campaign in 2003, the IKEA Foundation has donated €67 million globally, which has helped improve the educational opportunities of more than 11 million children in 46 countries. The donations have helped train teachers in child-friendly teaching methods, improve child protection systems, supply educational materials, and increase school attendance rates.

## Pampers



UNICEF and Pampers came together for the 8th annual campaign in Ireland to end Maternal & Neonatal Tetanus. To date, this campaign has funded over 17 million vaccinations and, thanks to global efforts, MNT has been eliminated in 10 countries. 58,000 newborn babies still die every year from this preventable disease – that's one baby every 9 minutes. Our goal is to eliminate MNT in every country by 2015.

## Fyffes



UNICEF and Fyffes renewed a successful partnership in 2013. A Field Visit with UNICEF Ireland Ambassador Donncha O'Callaghan and a campaign to help eradicate polio in the last endemic countries is planned for 2014.

## The Cathal Ryan Trust



UNICEF's four-year journey with the Cathal Ryan Trust to provide real and lasting change for conflict affected communities in North Sri Lanka came to an end in February 2014. This amazing partnership created transformative change for entire communities by constructing and refurbishing Maternal and Child Health Facilities, schools and temporary learning spaces and water distribution systems. The partnership also invested in child protection measures and cash transfers to help parents start up small businesses to provide an income for their families.

# Impact Story



Sri Lanka was important to my father. He spent much time there as a pilot and found the innate elegance of the people and their respect for education humbling. When he died at the young age of 48 it was clear to my siblings and I that part of his legacy, which included €35 million for charitable causes, would be to improve the lives of children in Sri Lanka.

It was a challenge to find a partner to go on this journey with. We took a leap of faith with UNICEF Ireland and, three years later, I've seen the result of our wonderful work together with my own eyes: new schools, clinics, university grants, wells and business grants, to name a few. The lives of hundreds of thousands of children and their families transformed.

UNICEF gave us access to remote areas and Government Ministers, provided personal and financial protection, shared the knowledge of their expert staff and, most importantly of all, respected our vision as a donor and involved us from the beginning. Every cent of our donation

went to improving the lives of people we wanted to help. I tell our story in the hope that it might inspire people to change their ways of giving and receiving. Whether it is two euro or two million euro, be passionate about your cause, find the right partner and make your donation effective, efficient and transformative.

I believe that, through this project, we developed a particularly effective method of philanthropy, which I hope is widely adopted - Philanthropy in which the charity respects the donor's views and works with them to realise their vision.

**I am certainly very proud. On behalf of my family, to all those that have made this project so successful, thank you very much.**

**Danielle Ryan**

## Sri Lanka

# You are helping Children



## Thank you

CONTENTS:	PAGE
DIRECTORS AND OTHER INFORMATION	38
DIRECTORS' REPORT	39
STATEMENT OF DIRECTORS' RESPONSIBILITIES	41
INDEPENDENT AUDITORS' REPORT	42
INCOME AND EXPENDITURE ACCOUNT	44
BALANCE SHEET	45
CASH FLOW STATEMENT	46
STATEMENT OF ACCOUNTING POLICIES	47
NOTES FORMING PART OF THE FINANCIAL STATEMENTS	48

## UNICEF Ireland: Directors and other information

**DIRECTORS:**

Paul Connolly (Chair)  
Alma Carroll Ryan (Vice-Chair)  
Ivor Fitzpatrick  
Tom Hayes  
Sinead Kelly  
P J Mara  
Una Molony  
Donncha O'Callaghan  
Andrew Weld-Moore

**EXECUTIVE DIRECTOR:** Peter Power

**COMPANY SECRETARY:** Peter Power

**AMBASSADORS:**

Gabriel Byrne  
Joe Canning  
Dermot Earley  
Cathy Kelly  
Rory McIlroy  
Donncha O Callaghan  
Stephen Rea  
Dustin the Turkey

**AUDITORS:**

Gilbride & Co.  
Chartered Accountants  
1 Arran Square  
Arran Quay  
Dublin 7

**BANKERS:**

Allied Irish Banks plc  
40/41 Westmoreland Street  
Dublin 2

**REGISTERED OFFICE:** 33 Lower Ormond Quay  
Dublin 1

**COMPANY NO.:** 371124

**CHY NO.:** 5616

**SOLICITORS:**

McCann Fitzgerald  
Riverside One  
Sir John Rogerson's Quay  
Dublin 2

## UNICEF Ireland Directors' Report

The directors submit their annual report together with the audited financial statements of the company for the year ended 31 December 2013.

### 1. PRINCIPAL ACTIVITIES AND BUSINESS REVIEW

UNICEF Ireland is limited by guarantee. Its principal activity is to provide assistance to and work for the long term improvement in the lives of children living in the world's poorest countries by supporting UNICEF programmes aimed primarily at protecting children through immunisation, education, nutrition, health and the long term eradication of poverty as well as emergency relief. It is the policy of Unicef Ireland to retain limited reserves and to transfer all cash collected directly to UNICEF in order to most efficiently and expeditiously facilitate the achievement of its activities.

### 2. RESULTS FOR THE YEAR AND STATE OF AFFAIRS AS AT 31 DECEMBER 2013

The income and expenditure account and balance sheet are set out on pages 44 to 52. The surplus for the financial year amounted to €3,924,070 (2012: €3,332,810). The surplus was accounted for as follows:

	2013 €	2012 €
Surplus for financial year	3,924,070	3,332,810
Transferred to UNICEF	(3,924,070)	(3,332,810)
Transferred to reserves	-	-
Opening reserves	121,535	121,535
Closing reserves	121,535	121,535

### 3. DIRECTORS

In accordance with the Articles of Association, at the annual general meeting of the company Alma Carroll Ryan, Ivor Fitzpatrick and Sinead Kelly retire and are seeking re-election. The directors at the date of this report are stated on page 38 and unless otherwise stated have been in office for the full year.

### 4. IMPORTANT EVENTS SINCE THE YEAR END

There have been no significant events since the year end.

## 5. ACCOUNTING RECORDS

The directors acknowledge their responsibility under section 202 of the companies Act 1990 to keep proper books and records for the company. To this end we employ a full-time accountant. Our books and records are kept at: 33 Lower Ormond Quay, Dublin 1.

## 6. FUTURE DEVELOPMENTS IN THE BUSINESS

The principal activity of UNICEF Ireland will remain as a charity with a view to providing assistance to and works for long term improvement in the lives of children living in the world's poorest countries by supporting UNICEF programmes aimed primarily at protecting children through immunisation, education, nutrition, health and the long term eradication of poverty as well as emergency relief.

## 7. KEY RISK FACTORS

There are a number of factors which may materially adversely affect our ability to achieve our objectives, in particular,

UNICEF Ireland is dependent on voluntary donations.

UNICEF Ireland has appropriate controls in place to manage these risks and to enable execution of UNICEF Ireland's plan.

## 8. AUDITORS

In accordance with Section 160 (2) of the companies Act, 1963, the auditors, Gilbride & Co. Chartered Accountants, will continue in office.

## 9. GOING CONCERN

After making enquiries, the Directors have a reasonable expectation that the company has adequate resources to continue in operational existence for the foreseeable future. For this reason, they continue to adopt the going concern basis in preparing the financial statements.

Approved on 10th April 2014

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**Paul Connolly** Chairman  
**Tom Hayes** Director

The directors are responsible for preparing the Annual Report and the financial statements in accordance with applicable Irish law and Generally Accepted Accounting Practice in Ireland including the accounting standards issued by the Accounting Standards Board and published by the Institute of Chartered Accountants in Ireland.

Company law requires the directors to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the company and of the results for that period. In preparing those financial statements the directors are required to:

- select suitable accounting policies and apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- comply with applicable accounting standards, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on a going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the company and which enables them to ensure that the financial statements comply with the Companies Acts, 1963 to 2013. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The directors are responsible for the maintenance and integrity of the corporate and financial information included on the company's website. As a member of Dóchas, Unicef Ireland has signed up to and has committed to adhere to the Dóchas Code of Conduct for Corporate Governance.

Approved on 10th April 2014

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**Paul Connolly** Chairman  
**Tom Hayes** Director

**Independent auditor's report to the members of UNICEF Ireland for the year ended 31st December 2013**

We have audited the financial statements of UNICEF Ireland for the period ended 31st December 2013 which comprises the profit and loss account, balance sheet and the related notes. The financial reporting framework that has been applied in their preparation is Irish law and accounting standards issued by the Financial Reporting Council and promulgated by the Institute of Chartered Accountants in Ireland (Generally Accepted Accounting Practice in Ireland).

This report is made solely to the company's members, as a body, in accordance with section 193 of the Companies Act, 1990. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

**Respective responsibilities of directors and auditors**

As explained more fully in the Directors' Responsibility Statement set out on page 41, the directors are responsible for the preparation of the financial statements giving a true and fair view. Our responsibility is to audit and express an opinion on the financial statements in accordance with Irish law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Ethical Standards for Auditors issued by the Auditing Practices Board.

**Scope of the audit of the financial statements**

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the company circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the directors; and the overall presentation of the financial statements.

In addition we read all the financial and non-financial information in the annual report to identify material inconsistencies with the audited financial statements. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

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**Paul Connolly** Chairman  
**Tom Hayes** Director

**Independent auditor's report to the members of UNICEF Ireland for the year ended 31st December 2013 (continued...)**

**Opinion on financial statements**

In our opinion:  
The financial statements give a true and fair view, in accordance with Generally Accepted Accounting Practice in Ireland, of the state of the company's affairs as at 31st December 2013 and of its surplus for the year then ended; and

The financial statements have been properly prepared in accordance with the Companies Acts 1963 to 2013.

**Matters on which we are required to report by the Companies Acts 1963 to 2013**

We have obtained all the information and explanations which we consider necessary for the purposes of our audit.

The financial statements are in agreement with the books of account and, in our opinion, proper books of account have been kept by the company.

In our opinion the information given in the director's report is consistent with the financial statements.

**Matters on which we are required to report by exception**

We have nothing to report in respect of the provisions in the Companies Acts 1963 to 2013 which require us to report to you if, in our opinion the disclosures of the directors' remuneration and transactions specified by law are not made.

**Oisin Gilbride**  
For and on behalf of:  
**Gilbride & Co**  
Chartered Accountants  
Registered Auditors

**Dated: 10th April 2014**

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**1 Arran Square**  
**Arran Quay**  
**Dublin 7**

## UNICEF Ireland

Income and expenditure account  
for the year ended 31 December 2013

		2013	2012
		€	€
<b>Incoming Resources</b>	<b>NOTES</b>		
Incoming Resources from Charitable Activities			
Voluntary Income	2	5,962,115	5,306,189
<b>Other Incoming Resources</b>			
Deposit Income	7	15,393	35,972
<b>Total Incoming Resources</b>		<u>5,977,507</u>	<u>5,342,160</u>
<b>Resources Expended</b>			
Cost of Generating Funds	3	(1,749,318)	(1,578,334)
Management & Administration	3	(304,119)	(431,016)
<b>Total Resources Expended</b>		<u>(2,053,437)</u>	<u>(2,009,350)</u>
<b>Surplus for the financial year</b>		3,924,070	3,332,810
Transferred to UNICEF		3,924,070	3,332,810
Transfer to / (from) reserves		-	-
Reserves at beginning of year		121,135	121,135
Reserves at end of year		121,135	121,135

*The notes on pages 47 to 52 form an integral part of the income and expenditure account and balance sheet.*

### Irish Government Contribution to UNICEF

In 2013 the Irish Government contributed US\$18.2 million (€13.6m) direct to UNICEF. As the donation goes direct to UNICEF it does not appear in these financial statements.

There are no recognised gains or losses in the financial period other than the income attributable to the company.

All activities of the Company are classed as continuing.

Approved on 10th April 2014

**Paul Connolly** Chairman

**Tom Hayes** Director

## UNICEF Ireland

Limited by guarantee  
Balance sheet as at 31 December 2013

		2013	2012
		€	€
<b>Fixed Assets</b>	<b>NOTES</b>		
Tangible assets	8	7,267	6,878
<b>Current Assets</b>			
Debtors	9	32,805	42,187
Bank deposits		662,504	647,111
Cash at bank		<u>302,553</u>	<u>111,605</u>
		997,862	800,902
<b>Creditors:</b>			
amounts falling due within one year	10	(451,890)	(300,611)
<b>Due to UNICEF</b>	12	(431,704)	(385,634)
<b>Net Current Assets</b>		114,268	114,657
<b>Total Assets Less Current Liabilities</b>		121,535	121,535
<b>Reserves</b>	13	121,535	121,535

*The notes on pages 47 to 52 form an integral part of the income and expenditure account and balance sheet.*

Approved on 10th April 2014

**Paul Connolly** Chairman

**Tom Hayes** Director

## UNICEF Ireland

### Cashflow Statement for the year ended 31 December 2013

#### Reconciliation of operating surplus to net cash inflow from operating activities.

	2013	2012
	€	€
Operating Surplus	3,908,677	3,296,839
Depreciation charges	3,676	7,953
Decrease/(Increase) in debtors	9,381	16,016
(Decrease)/Increase in creditors	151,279	3,666
<b>Net Cash Flow from Operating Activities</b>	<b>4,073,013</b>	<b>3,324,474</b>

#### CASH FLOW STATEMENT

	2013	2012
	€	€
Net cash inflow from operating activities	4,073,013	3,324,474
Deposit Income (Note 7)	15,393	35,972
Taxation	-	-
Capital Expenditure (Note 8)	(4,069)	(1,153)
Management of liquid resources (Note 12)	(3,878,000)	(3,673,354)
<b>Increase/(decrease) in cash in period</b>	<b>206,341</b>	<b>314,061</b>

#### Reconciliation of net cash flow to movement in net cash (Note 14)

	2013	2012
	€	€
Increase/(Decrease) in cash in the period	206,341	(314,061)
Net cash at beginning of year	758,716	1,072,777
Net cash at end of year (Note 14)	965,057	758,716

Approved on 10th April 2014

**Paul Connolly** Chairman

**Tom Hayes** Director

## UNICEF Ireland

### Statement of accounting policies for the year ended 31 December 2013

#### BASIS OF ACCOUNTING

The financial statements are prepared in accordance with generally accepted accounting principles under the historical cost convention, and comply with financial reporting standards of the Accounting Standards Board, as promulgated by the Institute of Chartered Accountants in Ireland.

#### INCOME

Income comprises sponsorship money, donations, grants and greeting card sales. Where the sponsorship money is in respect of a specific project then any such costs are offset or revenues transferred to the relevant fund until such time as the principal event takes place and can be accounted for and reported fully.

Donations are counted as income on their receipt into the organisation. Greeting cards consist of money received and any sales invoiced on deliveries by the year end.

#### TANGIBLE FIXED ASSETS

Depreciation is provided on a straight line basis over its expected useful life as follows:

Fixtures and fittings	10% per annum
Computer equipment	33.33% per annum

#### TAXATION

No liability to corporation tax arises as the company is registered for charitable purposes.

#### GOVERNMENT GRANTS

Grants relating to categories of revenue expenditure are credited to profit and loss account in the period in which the expenditure to which they relate is charged.

Grants relating to capital expenditure are capitalised and reported as deferred income and amortised over the expected useful lives of the assets concerned. The balance of unamortised grants is included under creditors.

#### PENSIONS

The company operates a defined contribution scheme. The assets of the scheme are held separately from those of the company in an independently administered fund. The pension cost charge represents contributions payable by the company to the fund and amounted to €25,983 during 2013 (€21,892 during 2012).

#### FOREIGN CURRENCIES

Current assets and liabilities arising in foreign currencies are translated into euro at the rate of exchange applicable at the balance sheet date, except where specifically covered by a forward foreign exchange contract in which case the translation is at the negotiated rate of exchange. All exchange differences are included in the operating results for the year.

## UNICEF Ireland

### Notes on the Financial Statements for the year ended 31 December 2013

#### 1. COMPANY LIMITED BY GUARANTEE

UNICEF Ireland is a company limited by guarantee as defined by S5(2) of the Companies Acts 1963. The liability of the members is limited. The company is registered as a charity. Every member of the Enterprise has undertaken to contribute an amount not exceeding €1 to the assets of the company in the event of it being wound up while he/she is a member or within one year thereafter. Any surplus arising from a winding up shall be given or transferred to UNICEF New York.

#### 2. INCOME

The analysis of turnover by activity and geographical area is as follows:

	2013	2012
	€	€
Activity:		
Major gifts	824,269	1,248,107
Emergencies	1,266,665	106,401
Donations	3,733,536	3,784,738
Special events	79,031	101,463
Greeting card sales	58,614	65,480

#### Geographical area:

Republic of Ireland	5,962,115	5,306,189
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#### 3. OTHER OPERATING EXPENSES (NET)

	2013	2012
	€	€
Cost of generating funds	1,749,318	1,578,334
Management & administration expenses	304,119	431,016
	<u>2,053,437</u>	<u>2,009,350</u>

#### 4. SURPLUS ON ACTIVITIES

#### Stated after charging/(crediting):

	2013	2012
	€	€
Depreciation	3,676	7,953
Operating Lease Rentals	90,000	90,000
Auditors' remuneration	5,720	4,613

## UNICEF Ireland

### Notes on the Financial Statements for the year ended 31 December 2013

#### 5. EMPLOYEES

The average weekly number of employees during the year was 33 (2012: 16)	2013	2012
	€	€

The aggregate payroll costs of these employees were as follows:

Wages and salaries	1,099,011	805,937
Social welfare costs	104,907	85,964
	<u>1,203,917</u>	<u>891,901</u>

The executive director has a contract with UNICEF Ireland under which he is paid an annual salary of €140,000. No board director is paid a salary, fees or any other remuneration by UNICEF Ireland.

#### 6. TAXATION

No charge to taxation arises as the company is regarded as established for charitable purposes within the meaning of the Income Tax Act, 1967 and Corporation Tax Act, 1967, as consolidated into the Taxes Consolidation Act 1997.

	2013	2012
	€	€
7. INTEREST RECEIVED		
Deposit interest	<u>15,393</u>	<u>35,972</u>

## UNICEF Ireland

Notes on the Financial Statements for  
the year ended 31 December 2013

### 8. TANGIBLE FIXED ASSETS

The movements for the year were as follows:

	Fixtures & Fittings	Computer Equipment	Total
<b>COST</b>	€	€	€
1 January 2013	39,492	119,259	158,751
Additions	2,743	1,326	4,069
31 December 2013	<u>42,235</u>	<u>120,585</u>	<u>162,820</u>

### DEPRECIATION

1 January 2013	35,278	116,594	151,873
Charge for year	955	2,720	3,676
31 December 2013	<u>36,233</u>	<u>119,314</u>	<u>155,552</u>

### NBV

31/12/2012	4,214	2,665	6,878
31/12/2013	6,002	1,271	7,267

### 9. DEBTORS

	2013	2012
	€	€
Income Receivable	19,895	29,864
Prepayments	12,910	12,323
	<u>32,805</u>	<u>42,187</u>

## UNICEF Ireland

Notes on the Financial Statements for  
the year ended 31 December 2013

### 10. CREDITORS: amounts falling due within one year

	2013	2012
	€	€
Trade creditors	66,136	89,120
PAYE / PRSI	40,956	31,214
Accruals and deferred income	344,798	180,277
	<u>451,890</u>	<u>300,611</u>

### 11. LEASE COMMITMENTS

UNICEF Ireland has a nine year lease at an annual rent of €90,000.

	2013	2012
	€	€
Balance owed at start of the year	385,634	726,178
Surplus for the financial year	3,924,070	3,332,810
Transfer from / (to) reserves	-	-
Less funds remitted to UNICEF	(3,878,000)	(3,673,354)
Balance owed at end of year	<u>431,704</u>	<u>385,634</u>

### 13. SURPLUS FROM OPERATIONS AND MOVEMENT ON RESERVES

	2013	2012
	€	€
Surplus from operations	3,924,070	3,332,810
Transferred to UNICEF	(3,924,070)	(3,332,810)
Transferred to reserves	-	-
Reserves at beginning of year	121,535	121,535
Reserves at end of year	<u>121,535</u>	<u>121,535</u>

14. ANALYSIS OF CHANGES IN NET CASH  
DEPOSITS

	At 1 Jan 2013	Cash flows	At 31 Dec 2013
Cash in hand, at bank	€	€	€
	758,716	206,341	965,057
	<u>758,716</u>	<u>206,341</u>	<u>965,057</u>

15. COMMITMENTS AND CONTINGENCIES

The company had no capital commitments at 31 December 2013 (2012: Nil).

16. APPROVAL OF FINANCIAL STATEMENTS

The financial statements were approved and authorised for issue on 10th April 2014.

UNICEF Ireland is a signatory to the Dóchas Code of Conduct on Images and Messages. By signing the code, UNICEF Ireland commits to using images and messages that represent the full complexity of the situations in which we work, and to seek the permission of the people portrayed in our photos.

