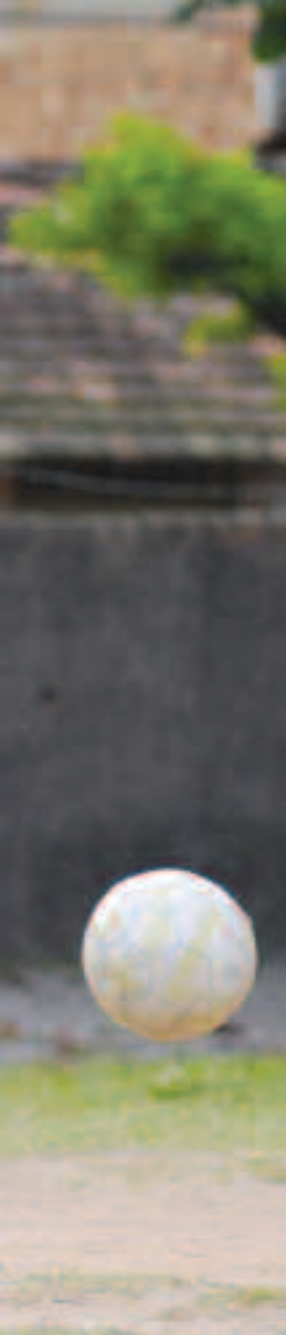




POWER OF PARTNERSHIPS



Behind the newborn in the developing world who takes that first glorious breath because a mother received prenatal care, there stands a traveller who tossed coins into the coffers of Change for Good®. Behind the infant who is born without HIV because of antiretroviral therapy, there stands a celebrity who pledged to *Unite for Children, Unite against AIDS*. Behind the girl who skips into a classroom for the first time because school doors now swing open for her, there stands an imam who proclaimed her right to an education. Behind the child who kicks a football instead of unexploded ordnance, there stands an athlete who rallied to *Unite for Children, Unite for Peace*.

Working with UNICEF are unsung heroes, striving for the day when all children have the opportunity and resources to fulfil their potential. Whether joined by global alliances, faith-based organizations, corporations or individuals, UNICEF's partnerships lighten the load and strengthen the accomplishments.

SPORTS FOR DEVELOPMENT

The roar of the crowd at sporting events may be acknowledging more than just the athletic achievements on the playing field. Many fans are applauding athletes, teams and leagues for their work for children. The world of sports has provided a crucial tool for supporting the Millennium Development Goals. Sports partnerships are used for advocacy, communication, brand-building, fund-raising and implementing programmes.



In 2006, UNICEF teamed up with the National Basketball Association (NBA) in the United States to create global public service announcements on AIDS awareness and prevention. As part of the league's social responsibility initiative 'NBA Cares', basketball stars participated in multilingual advertisements for *Unite for Children, Unite against AIDS*. The announcements focused on preventing mother-to-child transmission of HIV, preventing infection among adolescents and young people, and protecting and supporting children affected by HIV and AIDS.

UNICEF and the Fédération Internationale de Football Association (FIFA) joined forces to rally fans at the 2006 World Cup in Germany to *Unite for Children, Unite for Peace*. FIFA promoted the power of football to bring harmony and tolerance to communities, nations and the world, and invited fans to make a pledge to create a peaceful world for children. Just before kick-off at all quarter-final matches, team captains read a declaration against racism. Teams and officials also posed under banners that stated, "Say No

to Racism." Additionally, UNICEF-FIFA public announcements were broadcast on global MTV and ESPN networks, which drew many visitors to the UNICEF website.

The International Cricket Council took advantage of the high visibility of its Champion Trophy 2006 semi-finals to help 'run out' AIDS. To reduce HIV-related stigma, players and umpires wore red ribbons as a gesture of solidarity with people living with HIV and AIDS. Other public-awareness campaigns included a series of HIV education workshops for young people through the council's cricket programmes.

The Association of Tennis Professionals (ATP) and the newly appointed UNICEF Goodwill Ambassador Roger Federer produced 'Feder-bear' Beanie Babies that were sold during the fall and winter of 2006. Proceeds from the sales went to ACE (Assisting Children Everywhere), a partnership between ATP and UNICEF working to ensure health, education and protection for children around the world.

Futbol Club Barcelona (FCB), adopting the motto "More than a club, a new global hope for vulnerable children", announced a five-year partnership with UNICEF to protect children and young people during humanitarian crises and those affected by AIDS. The team will donate at least €1.5 million (\$2 million) every year. The first year's contributions will finance programmes in Swaziland designed to prevent mother-to-child transmission of HIV, provide paediatric HIV treatment, prevent HIV infection among adolescents and provide support for children orphaned or made vulnerable by AIDS. The team also unveiled its new jersey, which features the UNICEF logo across the front. With 60 million fans, FCB will use its popularity to raise awareness about children and UNICEF.



CORPORATE ALLIANCES

There is a growing trend among corporations to adopt socially responsible business practices. Corporate philanthropy has extended beyond charitable donations to include social investments, reviews of core business practices as they relate to social value, and partnerships that will advance policies and practices for social development.

UNICEF recognizes and nurtures its affiliations with corporations. Together, corporate partners and UNICEF have mobilized resources, created programmes, developed policies, and designed and implemented advocacy initiatives and awareness campaigns.

In 2006, corporate partnerships and alliances raised nearly \$94 million for UNICEF. Through dedicated fund-raising and essential collaboration between UNICEF National Committees and country offices, corporate engagement takes root at the local level – touching children, families and communities.

Strongly committed to the power and promise of partnerships, UNICEF employs robust corporate sector guidelines and looks to create long-term strategic alliances with companies and organizations that share a commitment to, and affinity with, UNICEF's core values. UNICEF advocates for the corporate sector to invest in sustainable practices and projects that benefit children.

UNICEF works with an impressive array of private sector companies through wide-ranging activities, including the provision of cash or in-kind donations, strategic philanthropic investments, and exchanges of technical knowledge and expertise. The spectrum of involvement is as varied as the companies themselves – from galvanizing and harnessing the expertise of their networks, to extending



*making a difference
to children worldwide*

employee and customer contributions, to jointly developing programmes and initiatives, to publicizing and encouraging discussion about issues related to the health and well-being of children. Whatever the involvement, UNICEF does its best to create mutually beneficial relationships and to maximize resources and investments made on behalf of children.

Corporate partners support numerous UNICEF activities, including interventions in child survival, education, HIV prevention and humanitarian responses in emergencies. A sampling of industry's commitment to UNICEF includes a top financial firm that supports basic quality education and a leading logistics group that helps provide life-saving immunization.

For a partial listing of UNICEF's 2006 corporate alliances, see page 41.



PUBLIC-PRIVATE PARTNERSHIPS

Alliances across the public and private sectors generate funds, innovation and ambition. On the international front, three global public-private partnerships have bolstered efforts to improve the lives of children and their families: the GAVI Alliance, the Global Alliance for Improved Nutrition (GAIN) and the Global Fund to Fight AIDS, Tuberculosis and Malaria. National public-private partnerships, such as the Micronutrient Initiative in Canada, have also produced outstanding results for children and mothers in the developing world.

GAIN helps reduce undernutrition by providing funds for and technical advice on fortified foods and other mechanisms to boost nutrition. The partnership has brought together development agencies, governments, foundations and industries to help feed the hungry.

The GAVI Alliance, formerly known as the Global Alliance for Vaccines and Immunization, provides vaccines to children in the developing world. In 2006, the GAVI Alliance supported two vaccines to weaken the grip of the biggest child killers. One prevents rotavirus, which causes diarrhoeal disease, and the other prevents

pneumococcus, a major cause of pneumonia, meningitis and sepsis.

The Global Fund to Fight AIDS, Tuberculosis and Malaria raises, manages and disburses money in the battle against three of the world's deadliest diseases. The Global Fund works with multilateral and bilateral organizations to direct resources to areas with the greatest need.

These three global partnerships are funding sources and do not work directly on the ground. Yet their contributions are felt throughout the developing world.

Global partnerships allowed thousands of vaccinators in Iraq to go from house to house to conduct polio immunization drives, reaching 4.8 million children. In 2006, more than 220 million children were vaccinated against measles. These alliances also touched the lives of some 26 million Nigerian children who were immunized against measles in a 2006 campaign. And as Uzbekistan's fortified flour programme works to improve the health of the 33 per cent of children under age five who are anaemic, a public-private partnership fuels the drive.

PARLIAMENTARIANS

The Inter-Parliamentary Union (IPU) is a staunch ally of UNICEF, helping to bring children's issues to the forefront. The main focus of this collaboration in 2006 has been the protection of children from violence, exploitation and abuse. In February, at the invitation of the Viet Nam National Assembly, IPU and UNICEF organized a seminar in Hanoi. Eighty members of Parliament from 13 countries in the Association of Southeast Asian Nations attended the seminar to discuss preventing trafficking and violence against children.

At the 114th Assembly of the Inter-Parliamentary Union in May 2006, the two organizations arranged a panel discussion

on children and AIDS. Parliamentarians were urged to break the silence about AIDS, to ensure comprehensive policies, legislation and adequate funding that includes children, and to support families and communities affected by AIDS.

The UNICEF Innocenti Research Centre, established in 1988 to improve the organization's research capability, informs the work of IPU and UNICEF through data-driven examples of what parliamentarians can do to protect children. With a new four-year agreement commencing in 2007, parliamentarians will have access to up-to-date information, research and guidance as they work to end the exploitation of children.



NATIONAL COMMITTEES FOR UNICEF

Andorra National Committee for UNICEF
Australian Committee for UNICEF
Austrian Committee for UNICEF
Belgian Committee for UNICEF
Canadian UNICEF Committee
Czech Committee for UNICEF
Danish Committee for UNICEF
Dutch Committee for UNICEF
Estonian National Committee for UNICEF
Finnish Committee for UNICEF
French Committee for UNICEF
German Committee for UNICEF
Hellenic National Committee for UNICEF (Greece)
Hong Kong Committee for UNICEF
Hungarian National Committee for UNICEF
Iceland National Committee for UNICEF
Irish National Committee for UNICEF
Israel Committee for UNICEF
Italian National Committee for UNICEF
Japan Committee for UNICEF
Korean Committee for UNICEF
Republic of Latvia National Committee for UNICEF
Lithuanian National Committee for UNICEF
Luxembourg Committee for UNICEF
New Zealand Committee for UNICEF
Norwegian Committee for UNICEF
Polish Committee for UNICEF
Portuguese Committee for UNICEF
National Committee for UNICEF of San Marino
Slovak Committee for UNICEF
UNICEF Slovenia
Spanish Committee for UNICEF
Swedish Committee for UNICEF
Swiss Committee for UNICEF
Turkish National Committee for UNICEF
United Kingdom Committee for UNICEF
United States Fund for UNICEF

NATIONAL COMMITTEES

UNICEF is funded exclusively by voluntary contributions. The 37 National Committees are the lifeblood of the organization, collectively raising about one third of UNICEF's annual income. The Iceland National Committee for UNICEF, the newest committee, was acknowledged for enrolling more than 2 per cent of Iceland's population as regular contributors.

Raising money is just one of the vital activities of the National Committees. During 2006, the United States Fund for UNICEF arranged for CNN to visit Chad, Darfur (Sudan) and the Democratic Republic of the Congo. The station broadcast *Killing Fields: Africa's misery, the world's shame*, in which journalist Anderson Cooper and Dr. Sanjay Gupta, chief medical correspondent for CNN, visited UNICEF programmes on the border of Chad and Sudan, as well as programmes in the Democratic Republic of the Congo.

The Swiss Committee for UNICEF conducted a massive awareness-raising campaign about female genital mutilation/cutting in February and March 2006. They rallied the public with mailings, advertisements and media coverage to stop this harmful practice. Mobilization activities led up to a reading by Somali-born author Faduma Korn and a concert by singer and UNICEF Goodwill Ambassador Angélique Kidjo from Benin.

The National Committees have been the driving force behind *Unite for Children, Unite against AIDS*. Right from the start, they have been involved in every stage of the campaign. They participated in the core group and its steering committee and met with UN agencies, non-governmental organizations and donor governments. While the global campaign began in 2005, National Committees have since helped keep the momentum rolling. In 2006, the Danish Committee for UNICEF held a highly publicized *Unite for Children, Unite against AIDS* event, where H. H. Princess Alexandra of Denmark lent her voice to the chorus calling for action to end the epidemic. The Danish Committee enlisted the support of corporate sponsors, donors, goodwill ambassadors, the Danish Ministry of Foreign Affairs and others in the battle against AIDS.

In June, representatives of 18 National Committees met in Rabat (Morocco) to jump-start an education for development movement. The seeds for education initiatives were planted by participants and were to be followed up in their home countries. Delegates pledged to focus on children's accessing the right to education in both industrialized and developing countries.



YOUNG PEOPLE

Children and adolescents contribute to society in countless ways. With indefatigable energy, perseverance and idealism, young people are often the best collaborators in seemingly impossible tasks. Not afraid to ask tough questions or challenge the status quo, they prod adults to work a little longer, strive a little harder and dream a little deeper. And, for these reasons, UNICEF harnesses their energy in partnerships throughout the world.

A peek at the website Voices of Youth, a cyberspace forum for young people created by UNICEF, reveals the passion and insight of young people. Through an exchange of ideas and information, children from all parts of the world analyse issues of development and human rights. In 2006, the users of Voices of Youth came from 180 different nations, with more than 60 per cent from developing countries. The most active participants in online discussions were youths aged 15 to 19. The majority of the 30,000 young people involved in Voices of

Youth during 2006 were girls, who made up 55 per cent of the website users.

Young leaders are not only engaging in debate on the Web, many are also active in civic groups, faith-based organizations, schools and universities in support of UNICEF projects and goals. In Romania, 'The Fighters' is a network of young people who go out on the streets, or any place where adolescents gather, to talk about HIV prevention and work to end the stigma that often arrives with the diagnosis. Started by a young man who is HIV-positive, the work of The Fighters complements the AIDS-prevention programmes that UNICEF conducts in schools.

New Horizons, a UNICEF-supported project in Egypt, trains young women to educate their peers about such health issues as drug abuse, reproductive health, sexually transmitted infections, female genital mutilation/cutting and child marriage. A similar project, called New Visions, was developed for young men.

On the international scene, more than 1,000 young people from 80 countries participated in the XVI International AIDS Conference in Toronto (Canada). The young activists met at this biennial event to influence leaders and hold them accountable for keeping their promises to scale up treatment, care and prevention initiatives.

Children and young people were instrumental in the research for the United Nations Secretary-General's Study on Violence against Children, an investigation led by Brazilian human rights expert and professor Paulo Sérgio Pinheiro and supported by the Office of the UN High Commissioner for Human Rights, UNICEF and the World Health Organization. Young people shared their experiences and views during the planning of the study in national and regional meetings. They also participated as researchers, data analysts and website builders for the investigation.



INTERSECTION OF PURPOSES

The challenges facing children in the developing world cannot be tackled by any one organization. UNICEF is bolstered by the strength of shared values and joint endeavours in the pursuit of a world fit for children. The road to sustained development is built by individuals,

civil society organizations, philanthropic foundations, faith-based organizations, academic and research institutions, children and young people. Each may arrive from a different path, but they are all striving for a common destination – a brighter future for all children.

CORPORATIONS JOIN FTSE4GOOD

Before corporate social responsibility became a catchphrase, the FTSE Group recognized that humanitarian principles and rising profits are not mutually exclusive. The index company, owned by the Financial Times and London Stock Exchange, made donations to UNICEF in lieu of holiday cards to its clients in 1996. The following year, UNICEF and the company teamed up to promote a fund-raising bond in Europe. The 'Zero Value Perpetual Coupon' raised in excess of \$670,000 for UNICEF projects in Latin America and the Caribbean.

But the crème de la crème of corporate responsibility emerged in 2001, when FTSE introduced the first global index series of ethical stocks, FTSE4Good. The launch of the new index series took principled business practices to the next level by establishing criteria that had to be met to earn a FTSE4Good designation. Responsible businesses are today defined as those that work towards environmental sustainability, develop positive relationships with stakeholders, uphold and support universal human rights, ensure good supply-chain labour standards, and repudiate bribery and corruption.

In addition to monitoring the practices of other corporations, FTSE recognized its own role in modelling ethical business standards and invited UNICEF to become the formal beneficiary of the index. The company contributes all licensing fees from FTSE4Good to UNICEF, as well as 50 pence every time investors access the FTSE4Good Index Series through a data vendor.

From inception of the index to the end of 2006, FTSE4Good raised a total of \$2.5 million for UNICEF. Contributions have funded water projects in Viet Nam and in Zambia, where 25 boreholes were built that serve nine schools and the surrounding communities of about 6,000 people, including an estimated 2,000 children. Currently, the company is supporting a two-year project in Guinea that is helping to protect more than 200,000 children and young women who are vulnerable to trafficking.

FTSE employees are encouraged to participate in UNICEF activities. Each year, they vote on which project to support among several presented to them by UNICEF. Many employees have visited UNICEF programmes in the field. Through the United Kingdom Committee for UNICEF, FTSE staff had an email dialogue with a girl from Guinea who had been displaced by war as a young child. Recently, a UNICEF Programme Officer from Guinea visited the FTSE office in London to give an update on the anti-trafficking project and the children it serves.

Today, about 40 per cent of eligible companies worldwide meet the FTSE4Good criteria, demonstrating that the requirements to be a good corporate citizen are challenging but achievable. The FTSE Group helps guide corporations to reach the designation through its Responsible Investment Unit, which engages with firms affected by the introduction of new standards to help them understand the changes and the requirements for compliance.

Mark Makepeace, FTSE Chief Executive and UNICEF Honorary Fellow, has been instrumental in encouraging other corporations to get involved with UNICEF. Makepeace joined other corporate chief executive officers on a recent UNICEF trip to Zambia, where he was able to network with his colleagues and discuss the importance of sustainable development for businesses.

"Working with UNICEF is an important part of FTSE's culture," said Makepeace. "All of our employees are involved not only in raising funds, but also in understanding and supporting its goals. FTSE encourages companies around the world to support UNICEF's campaigns, such as the dire need to address the disastrous effects of HIV/AIDS on children in southern Africa. We hope to encourage the business world to support the wonderful work being done by UNICEF."