

# UNICEF Values



## Care

Because “care” has been embedded in our DNA from the start. UNICEF was founded in 1946 to care for children devastated by war. Today, we care for, and support, children, young people and mothers around the world, in every context. This care must extend to how we work with one another, often in stressful environments where insecurity and risk are a daily fact of life.



## Respect

Because our programmes can only be effective if the recipients of our support feel understood and respected, and if we pay our colleagues at all levels the same respect that we want for ourselves.



## Integrity

Because UNICEF’s reputation depends on all of us acting with honesty and transparency, and setting the highest standards for ourselves as we work with partners, donors and the global community.



## Trust

Because we cannot deliver effective programmes and services if communities do not believe that we are acting with their best interests at heart, and if we do not trust one another to do the right thing at all times.



## Accountability

Because public and private donors, as well as children and vulnerable people worldwide, deserve to know how UNICEF’s programmes are run, how resources are spent, and how results are being achieved.

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For UNICEF, these are more than words. They represent the values that infuse everything we do as an organization, each and every day — from our programmes for children and young people, to how we treat each other, to how we interact with partners and communities worldwide. Together, we will build on our hard-earned reputation by living these values each and every day. Not just because we are mandated to do so. But most importantly because care, respect, integrity, trust and accountability are who we are — and have always been — as an organization.

— Executive Director, Henrietta H. Fore

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