

# Protecting the world's children

An investment opportunity for the private and public sectors

unicef   
for every child

## The opportunity

Every child has the right to live free from violence, exploitation and abuse.

UNICEF works in more than 150 countries to protect children. We partner with governments, businesses, civil society organizations and communities, harnessing our 75 years of experience and expert staff to lead and pioneer to prevent all forms of violence against children. We also support survivors, including with mental health and psychosocial services. Our efforts strengthen child protection systems to ensure children can access vital social services.

Your support helps children now, and, more than that, it creates benefits that ripple out and scale up across countries, having an impact today and for generations to come. Supporting UNICEF is a highly effective and efficient way to invest in keeping children safe and protected.

## The challenges

Despite advancements in child rights over the past two decades, the triple crisis globally – of conflict, climate change and COVID-19 – has created a perfect storm for increased vulnerability. UNICEF has identified seven specific challenges that require attention:

- Violence is a common experience in the lives of girls, boys and women
- Children experience grave violations in armed conflict
- Many children lack legal identity
- Children do not have full access to justice
- Children are separated from their families
- Children are increasingly suffering from poor mental health and lack of psychosocial well-being
- Children continue to suffer from harmful practices

## UNICEF's sustainable response

UNICEF saves children's lives, defends their rights and helps them fulfil their potential from early childhood to adolescence, before, during and after emergencies.

## Child protection and UNICEF: five key messages

1. Protecting the rights of all children is not only the right thing to do, it is also a great opportunity.
2. The triple crisis globally – of conflict, climate change and COVID-19 – has created a perfect storm for increased vulnerability among children.
3. UNICEF saves children's lives, defends their rights and helps them fulfil their potential from early childhood to adolescence.
4. UNICEF works with governments and institutions to ensure a joined-up, effective way of delivering results.
5. UNICEF is 100 per cent voluntarily funded and is seeking your support to deliver.

Our programmes continue to reflect our commitment to give every child – girls and boys alike – the support and care they need; no matter where they are. To address the complex challenges, UNICEF responds with key actions every day which you can support:

- **Ending violence against girls, boys and women**  
We promote evidence-based violence reduction strategies, invest in family and parenting support, and tackle the social drivers of violence.
- **Putting a stop to grave violations in armed conflict**  
We engage with states and non-state armed actors to stop abuses and to help build a path to a safer environment for all girls and boys, their families and communities.
- **Promoting legal identity for all**  
We work to reduce obstacles to registration at birth of every child, close the legal identity gap and strengthen the civil registration and vital statistics system.

- **Ensuring access to justice** We support children's access to justice across all legal systems, and the strengthening of judicial systems to be child-friendly and gender responsive.
- **Preventing family separation** We work with national partners to drive forward care reform to prevent the separation of children from families, prioritize family-based alternative care in the community when necessary, and end institutionalization of children.
- **Supporting mental health and psychosocial well-being** We promote mental health throughout the life cycle, recognizing and analysing rights violations, risks, gaps, capacities and opportunities for child, adolescent, parent/caregiver and community participation.
- **Ending harmful practices** We work across sectors with both high-level decision makers and grassroots community organizations to end child marriage and female genital mutilation.

## Results

We are delighted to have made real and lasting changes to protect children. Particular highlights from 2021 are:

- Reaching 4.4 million children across 129 countries who had experienced violence, with health, social work and justice services, 80 per cent more than in 2017.
- Providing community-based mental health and psychosocial support, including targeted awareness campaigns, to reach over 8.4 million children and adolescents in 111 countries (up 170 per cent over 2017) and 3.6 million parents and caregivers in 97 countries.
- Providing 7.6 million adolescent girls across 47 countries with child marriage prevention and care interventions through regional alliances.

Above all, we have learned that child protection violations are preventable, and that progress can be made through political will, societal change and an emerging science of prevention and treatment strategies.

## How you can invest with UNICEF

As donors, you deliberately use your resources in the way that creates the best results. At UNICEF, we do the same. With over 75 years' experience, we know how resources can achieve the greatest impact for children. UNICEF is 100 per cent voluntarily funded. Our partnership opportunities are designed to meet your mission or passion, and also achieve our shared ambition for children

- **Option 1 – Invest in Core Resources for Results**  
If you believe in this simple mission: *for every child*,

this option may be for you. Core Resources for Results, known within UNICEF as "RR", is our most prized resource because it enables three things: *predictability* for our staff, the maximum *flexibility* to decide how best to spend funds, and efficiency by maximizing the funds that can go straight to children. Each year, UNICEF uses a portion of our total RR funding to achieve outcomes specifically in child protection.

- **Option 2 – Invest in the Child Protection Thematic Fund** Like RR, the UNICEF Child Protection Thematic Fund provides high levels of predictability, flexibility and efficiency. The difference is that it enables you to target your funding specifically to child protection. And you can choose to contribute to child protection either in a specific country, or globally, as you prefer. We believe this trust-based approach delivers donors one of the strongest returns on investment.

**US\$1 million** provides structured mental health and psychosocial support services to children in a crisis response and trains social workers on how to support the psychosocial well-being of children, adolescents, and caregivers who have experienced or witnessed grave violations or distressing events

**US\$550,000** supports an integrated programme to tackle child marriage by improving legislation, addressing harmful social norms and strengthening integrated referral systems in one country

**US\$500,000** allows UNICEF to provide specialized technical assistance to governments and civil society to design child protection services at scale, such as safe schools, child safety online, parenting programmes and response services in one country

**US\$320,000** supports the deployment of a protection information management application in one country to support field-based staff with case management, incident monitoring and family tracing and reunification

- **Option 3 – Invest in specific programmes**  
UNICEF has a long history of developing strategic partnerships to meet partners' priorities and philanthropic goals. These bespoke partnerships – many that support multiple countries – see donors build long term relationships with our experts and country offices to develop lasting and powerful initiatives that endure and can be scaled up to benefit children in the long term.