The UNICEF Vision and Mission for Children
UNICEF’s vision is:

A world where the rights of every child are realized

In everything we do, we work to achieve a world where all children, especially the most vulnerable and disadvantaged, have equal opportunities to survive and thrive.
The UNICEF Mission
What UNICEF does and for whom
Mission Statement

UNICEF is mandated by the United Nations General Assembly to advocate for the protection of children’s rights, to help meet their basic needs and to expand their opportunities to reach their full potential.

UNICEF is guided by the Convention on the Rights of the Child and strives to establish children’s rights as enduring ethical principles and international standards of behavior towards children.

UNICEF insists that the survival, protection and development of children are universal development imperatives that are integral to human progress.
UNICEF’s scope of work and commitment
UNICEF mobilizes political will and material resources to help countries, particularly developing countries, ensure a “first call for children” and to build their capacity to form appropriate policies and deliver services for children and their families.

UNICEF is committed to ensuring special protection for the most disadvantaged children — victims of war, disasters, extreme poverty, all forms of violence and exploitation and those with disabilities.

UNICEF responds in emergencies to protect the rights of children. In coordination with United Nations partners and humanitarian agencies, UNICEF makes its unique facilities for rapid response available to its partners to relieve the suffering of children and those who provide their care.
UNICEF’s principles, aims and goals
UNICEF is non-partisan and its cooperation is free of discrimination. In everything it does, the most disadvantaged children and the countries in greatest need have priority.

UNICEF aims, through its country programmes, to promote the equal rights of women and girls and to support their full participation in the political, social, and economic development of their communities.

UNICEF works with all its partners towards the attainment of the sustainable human development goals adopted by the world community and the realization of the vision of peace and social progress enshrined in the Charter of the United Nations.
UNICEF’s purpose:

UNICEF promotes the rights of every child, emphasizing the most disadvantaged, excluded and vulnerable children. UNICEF and its partners work to provide all children with opportunities to survive, develop and reach their full potential to the benefit of the sustained growth and stability of countries and a global standard of human rights for all.

Based on the first paragraph of the Strategic Plan 2014-2017