

## THE MARKET

The United Nations Children's Fund (UNICEF) works in 190 countries and territories to save and improve children's lives by providing health care and immunizations, clean water and sanitation, nutrition, education, emergency relief, and more. The U.S. Fund for UNICEF supports UNICEF's work through fundraising, advocacy, and education in the United States. Together, UNICEF and the U.S. Fund for UNICEF are working toward the day when ZERO children die from preventable causes and every child has a safe and healthy childhood.

## ACHIEVEMENTS

UNICEF has helped save more children's lives than any other humanitarian organization.

Through the efforts of UNICEF and its partners, significant strides have been made in the fight for the survival and development of the world's most vulnerable children. The number of polio cases worldwide has fallen from an estimated 350,000 in 1988 to fewer than 1,300 in 2010 — a more than 99 percent decrease in reported cases. Maternal and neonatal tetanus (MNT) has been eliminated in 27 countries since the global initiative to stamp out MNT relaunched in 1999. Deaths from measles declined by 78 percent worldwide since 2000.

Since 1990, the number of deaths among children under five has dropped more than 40 percent, from 12 million in 1990 to an estimated 6.9 million in 2011. In the last decade alone, progress in reducing child deaths has accelerated, with the annual rate of decline in the global under-five mortality rate rising from 1.8 percent in 1990–2000 to 3.2 percent in 2000–2011.

Despite this tremendous progress, 19,000 children still die each day from preventable causes. UNICEF believes that number should be ZERO.

## HISTORY

The United Nations International Children's Emergency Fund (UNICEF) was founded by the United Nations in the immediate aftermath of World War II to provide food, clothing, and health care to European children facing famine and disease. With its emergency efforts completed, UNICEF's mandate was expanded to



provide long-term development assistance to children in developing nations. In 1953, UNICEF became a permanent member of the United Nations and dropped the International and Emergency portion of its acronym. It has been known since as the United Nations Children's Fund.

In 1965 UNICEF was awarded the Nobel Peace Prize for its "promotion of brotherhood among nations." UNICEF launched the Child Survival and Development Revolution in 1982, which expanded its efforts to save the lives of millions of children through low-cost, basic supplies like oral rehydration salts, immunization, and promotion of breastfeeding.

The UN General Assembly adopted the Convention on the Rights of the Child in 1989,

which then became the most widely accepted human rights treaty in history, guaranteeing a child's basic right to a name and nationality, education, health care, and good nutrition, as well as the right to play. The Convention on the Rights of the Child was the first human rights treaty to grant a role in its implementation to a specialized United Nations agency: UNICEF.

UNICEF played a major role in the 1990 World Summit for Children, producing a plan of action to implement concrete development goals for children throughout the 1990s. At the time, the Summit was the largest gathering of world leaders in history. This effort was followed up in 2002 at the Special Session on Children, a landmark meeting of the UN General Assembly convened to review progress since the World Summit



for Children in 1990 and reenergize global commitments to children's rights. It was the first such session devoted exclusively to children and the first to include them as official delegates.

UNICEF continues to be a leading figure in the world today for the survival and development of all children around the world.

## THE PRODUCT

Since its inception, UNICEF has strived to reach as many children as possible with effective, low-cost solutions to counter the biggest threats to their survival. In countries where there is overall progress, but a widening gap between rich and poor, UNICEF works to reach the poorest 20 percent, among whom preventable deaths are most concentrated. No corner of the globe is too remote for UNICEF staff to deliver to children the basics for survival. By plane or boat, train or truck, motorcycle or on foot, donkey or camel, UNICEF uses any means necessary to provide help for children and families.

- *UNICEF provides families with drinking water and sanitation.* Between 1990 and 2010, more than 2 billion people gained access to improved drinking water sources, such as piped supplies and protected wells.
- *UNICEF provides nourishment to prevent malnutrition.* In many famine-ravaged countries, UNICEF is the main provider of ready-to-eat therapeutic foods.
- *UNICEF participates in the fight against HIV/AIDS* by caring for children affected by the disease and ensuring that infected pregnant women get the drugs necessary to prevent transmission of the virus to their babies.
- *UNICEF works to protect children from abuse, exploitation, and trafficking.*
- *UNICEF strives to provide access to a quality education for all children.*

UNICEF cannot save the world's children alone. Humanitarian relief work depends on a vast network of supporters — including individual donors, corporate partners, governments, foundations, nongovernmental organizations (NGOs), celebrity ambassadors, religious leaders, teachers, students, civic leaders, and volunteers. Standing together, these supporters and UNICEF form a global safety net for children everywhere.

## RECENT DEVELOPMENTS

**An Equity Approach.** Twelve years ago, the United Nations Millennium Declaration reaffirmed the collective responsibility to improve children's lives by challenging all nations to come together around a set of ambitious goals to build a more peaceful, prosperous, and just world. Today, significant strides have clearly been made toward meeting these Millennium Development Goals (MDGs), thanks in large

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CAN BECOME REAL,  
THERE MUST BE A BELIEVER.  
SOMEONE WHO BELIEVES  
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IS SO POWERFUL  
THAT OTHER PEOPLE START TO BELIEVE, TOO  
— MORE AND MORE, UNTIL FINALLY  
A SEEMINGLY IMPOSSIBLE IDEA  
BECOMES POSSIBLE.  
AN IDEA LIKE BELIEVE IN ZERO.  
ZERO STARVING CHILDREN.  
ZERO EXPLOITED CHILDREN.  
ZERO PREVENTABLE CHILD DEATHS.  
BELIEVE IN ZERO.**

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part to the collective effort of families, governments, donors, international agencies, civil society, and the heroes out in the field, who risk so much to protect so many children. But progress remains uneven in many key areas. Compelling data suggest that in the global push to achieve the MDGs, millions of the world's most disadvantaged and marginalized children are being left behind: the children who are facing the longest odds. These disparities must be addressed in order to achieve more sustainable, more equitable progress toward the MDGs and beyond. Through this equity approach, UNICEF looks to reach a day when ZERO children suffer from causes that can be prevented in the most efficient and effective way possible.

**A Promise Renewed.** A Promise Renewed is a global effort to accelerate action on maternal, newborn, and child survival. In June 2012 the governments of Ethiopia, India, and the United States convened more than 700 representatives from government, civil society, and the private sector for the Child Survival Call to Action summit in Washington, D.C. Evidence presented

at this high-level forum demonstrated that it is feasible to eliminate the grossest of inequities — the disparate child survival rates that persist between the poorest and richest nations. A model exercise showed that most countries can lower national rates of child mortality to 20 or fewer deaths per 1,000 live births by 2035. To make the most of this extraordinary opportunity, UNICEF is uniting with governments and partners to end preventable child deaths.

## PROMOTION

Before anything unimaginable can become real, there must be a believer — someone who believes with unwavering determination, whose conviction is so powerful that other people also start to believe, more and more, until a seemingly impossible idea finally becomes possible. Such a seemingly impossible idea is to believe in ZERO:

ZERO starving children.

ZERO exploited children.

ZERO preventable child deaths.

Believe in ZERO.

This manifesto has helped shape the U.S. Fund for UNICEF's Believe in ZERO rallying cry, and is the motivating spirit behind all of its actions. In grassroots volunteer efforts, celebrity ambassador support, corporate partner commitments, or the iconic Trick-or-Treat for UNICEF campaign, there is always one constant. All roads lead to ZERO.

## BRAND VALUES

The U.S. Fund for UNICEF summarizes its brand values as follows:

*We must be relentless in our fight for the survival and development of every child.* Our Believe In ZERO rallying cry brings that position to life with a spirit and tone that is optimistic, dynamic, empathetic, and determined, that differentiates us as leaders within our field.

## THINGS YOU DIDN'T KNOW ABOUT THE U.S. FUND FOR UNICEF

- UNICEF is the only UN agency funded exclusively by voluntary donations.
- In 2010, UNICEF provided 2.5 billion doses of vaccines to 99 countries, reaching an estimated 58 percent of the world's children.
- UNICEF advocates quality education for all children, with an emphasis on gender equality and eliminating disparities of all kinds. In fact, about half the drop in under-five child mortality over the last four decades is due to increases in women's education.