



for every child

# UNICEF USA 2021 ANNUAL REPORT

**EVERY CHILD, EVERYWHERE, DESERVES THE CHANCE NOT ONLY TO SURVIVE, BUT THRIVE. FOR 75 YEARS, UNICEF HAS BEEN THERE – IN THE MIDST OF WAR, DISEASE AND DISASTER – TO MEET CHILDREN'S BASIC NEEDS, PROTECT THEIR RIGHTS AND HELP THEM REACH THEIR FULL POTENTIAL. TODAY, EVEN AS THE GLOBAL PANDEMIC THREATENS TO REVERSE DECADES OF PROGRESS FOR THE WORLD'S CHILDREN, UNICEF'S 15,000 TEAM MEMBERS IN MORE THAN 190 COUNTRIES REMAIN RELENTLESS IN THE PURSUIT OF A BETTER WORLD FOR EVERY CHILD. AND WE WON'T STOP, NO MATTER WHAT.**





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# PRESIDENT'S LETTER

Much as we long for its end, the COVID-19 pandemic persists. And the longer it does, the more the losses mount for children. Parents, providers and caregivers gone. Regular schooling or routine immunizations stalled. Access to basic nutrition and medical care threatened. By now, we know we can't halt the destructive impacts of the pandemic – or right the course of children's lives – until everyone, everywhere, has access to the COVID-19 vaccine.

As the lead delivery partner in COVAX, the largest vaccine procurement and supply operation in history, UNICEF has been proud to coordinate the distribution of hundreds of millions of COVID-19 vaccine doses to more than 140 countries in 2021.

As we push on to deliver billions more, our core work continues. UNICEF has never stopped pursuing a world in which every child is:

- **HEALTHY.** Across the year's rocky terrain, UNICEF staff tirelessly delivered access to nutrition, safe water, sanitation and hygiene facilities – plus the routine immunizations children need to survive and thrive. We also scaled up to address multiplying mental health needs.
- **EDUCATED.** Whether delivering educational materials to children displaced by disaster or accelerating digital access, UNICEF facilitated remote learning opportunities, while prioritizing the reopening of classrooms. Our focus remains ensuring every child has access to quality learning and skills training.
- **PROTECTED.** Children facing poverty, children on the move, children living in conflict zones are all at heightened risk of violence, exploitation and abuse. Together with governments and partners, UNICEF expanded efforts to protect millions of young people from dangers such as trafficking and child marriage.
- **RESPECTED.** As they grapple with massive issues like climate change, children need a say in their future. UNICEF is finding new ways to engage their participation and amplify their voices around the world.

UNICEF could not accomplish this critical work without our unstoppable donors, partners and volunteers. Understanding the urgency of the needs before us, our supporters are meeting the moment, making Fiscal Year 2021 the highest cash fundraising year in UNICEF USA's 74-year history. We thank you for your profound generosity, which makes it possible for us to save children's lives, fight for their rights and build their futures.

The stories that follow provide a glimpse into the impact we can have together. Although the pandemic continues, our work does, too – and we won't stop until every child has a safe and healthy childhood.

Michael J. Nyenhuis  
President and CEO, UNICEF USA

# CHALLENGE ACCEPTED

As the pandemic continues to upend life globally, **UNICEF is leading international efforts to distribute COVID-19 vaccines** and other response tools, while continuing to nourish, educate and protect children.

## VACCINES

In 2021, UNICEF led efforts to procure and deliver doses of COVID-19 vaccines for the COVID-19 Global Vaccine Access (COVAX) Facility, a global initiative to ensure that COVID-19 vaccines reach those in greatest need.

**910 MILLION DOSES DELIVERED TO 144 COUNTRIES**

**88 LOW- AND MIDDLE-INCOME COUNTRIES PARTNERED WITH UNICEF TO BUILD VACCINE CONFIDENCE**

**COVAX HAS AGREEMENTS FOR NEARLY BILLION DOSES**  
**4.2**



The COVAX Humanitarian Buffer **RESERVES 5%** of the total COVAX doses received to ensure access to COVID-19 vaccines for high-risk populations in humanitarian and crisis settings. As of the end of 2021, **12.6 MILLION DOSES** were available for allocation and **1.6 MILLION DOSES** were delivered.

## THERAPEUTICS

UNICEF is procuring novel and repurposed therapeutics and providing technical support.

**45 LOW- AND MIDDLE-INCOME COUNTRIES** were helped to scale up their oxygen systems.

**90 COUNTRIES** were provided with oxygen equipment, including **40,084 OXYGEN CONCENTRATORS**.



## DIAGNOSTICS

UNICEF is supporting low- and middle-income countries in scaling up access to COVID-19 testing.

**12 MILLION COVID-19 diagnostic tests** were delivered to **62 COUNTRIES**

**8.7 MILLION PCR test kits** were delivered globally



## HEALTH SYSTEMS

UNICEF works with health systems to build capacity and support their staff to battle COVID-19.

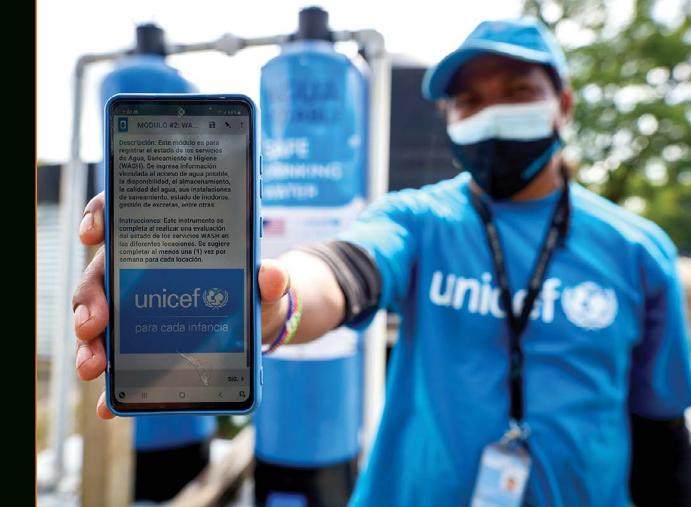
**2.6 MILLION HEALTH WORKERS IN 103 COUNTRIES** were provided with personal protective equipment

**4.0 MILLION HEALTH WORKERS IN 75 COUNTRIES** were trained on infection prevention and control



## CRITICAL SERVICES

With hard-won gains threatened by the pandemic, UNICEF continues to advance children's rights to health, nutrition and education globally.



→ **WATER** Distributed water, sanitation and hygiene services and supplies for **106 MILLION PEOPLE**, including **58 MILLION CHILDREN**.

→ **PROTECTION** Facilitated training on delivering essential services for more than **30,000 SOCIAL WORKERS**.

→ **NUTRITION** Facilitated treatment and care for nearly **5 MILLION CHILDREN** with severe wasting in more than **70 COUNTRIES**.

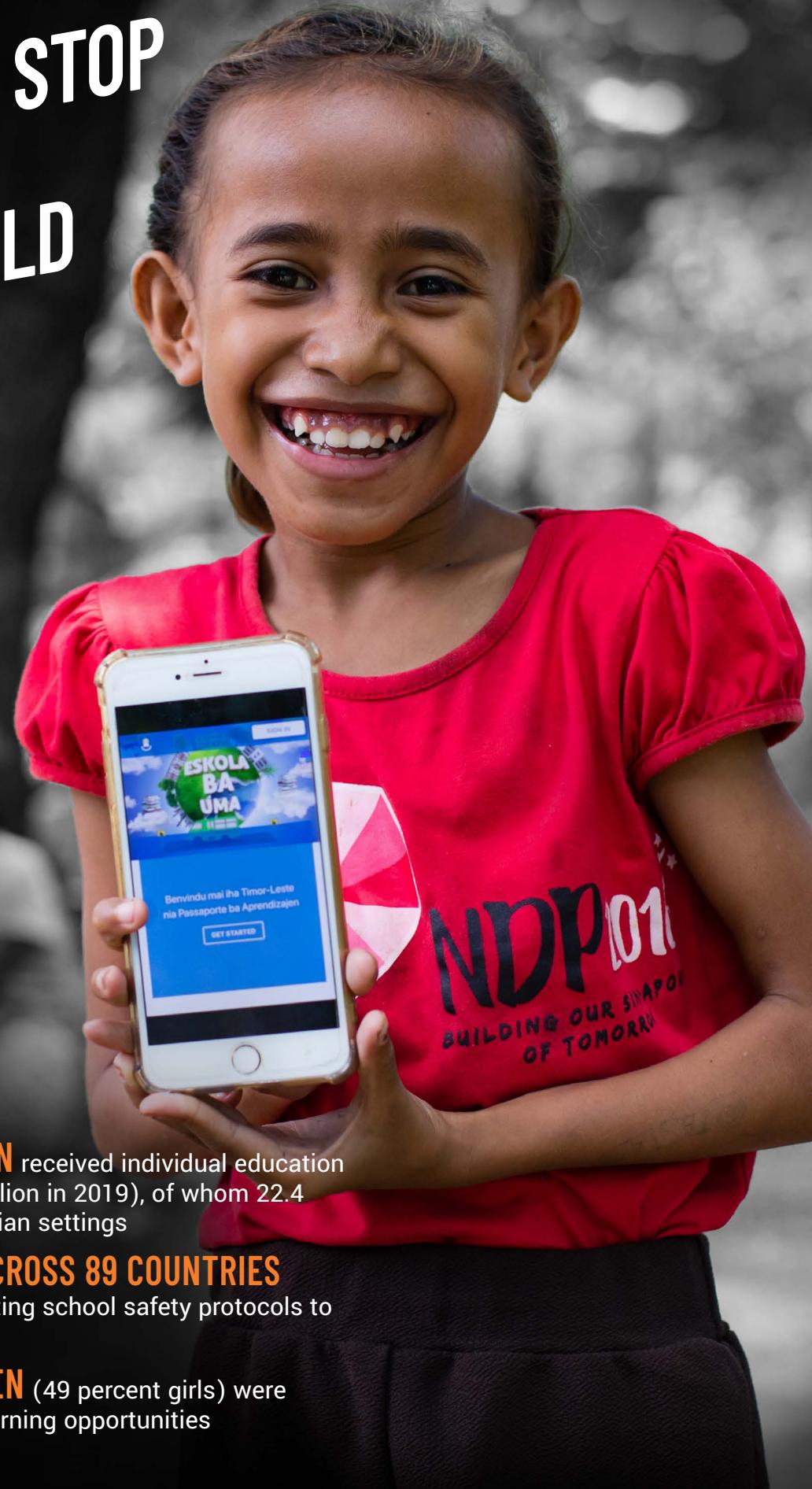
→ **EDUCATION** Supported more than **301 MILLION CHILDREN**, including approximately **147 MILLION GIRLS**, with remote learning.

→ **HUMANITARIAN RESPONSE** Responded to **455 NEW AND ONGOING HUMANITARIAN SITUATIONS** in **152 COUNTRIES**.

→ **HEALTH** Supported the delivery of life-saving interventions to **92.2 MILLION CHILDREN** and women in UNICEF-supported facilities.



# WE WON'T STOP HELPING EVERY CHILD LEARN



## IN 2020,

- **43 MILLION CHILDREN** received individual education materials (up from 12 million in 2019), of whom 22.4 million were in humanitarian settings

- **400,000 SCHOOLS ACROSS 89 COUNTRIES** were helped in implementing school safety protocols to protect against COVID-19

- **301 MILLION CHILDREN** (49 percent girls) were reached with distance learning opportunities

## THE LEARNING PASSPORT ENABLES CHILDREN TO LEARN FROM ANYWHERE

**A**t its peak, the COVID-19 pandemic shut classroom doors for almost 1.6 billion students and millions of teachers, disrupting education for more than 90 percent of the world's children. In this unprecedented situation, many countries turned to innovative solutions developed prior to the pandemic by UNICEF and partners to expand learning opportunities for the world's hardest-to-reach children.

The Learning Passport, a digital platform powered by Microsoft, is one such solution. Accessible from almost any digital device and easily customized to local languages and cultural contexts, the Learning Passport is not only able to push information to both teachers and students, but can also track student progress so children get credit for learning even when not in school. Originally developed to provide remote learning for displaced and refugee children, UNICEF quickly expanded it to school districts around the world so that children and youth affected by COVID-19 could continue their education at home.

Timor-Leste used the Learning Passport at the onset of the pandemic to train all teachers on COVID-19 prevention, reaching 95 percent of teachers in the country. When schools reopened, the Learning Passport continued to provide learners, educators and caregivers with public access to a digital library of teaching and learning materials and now gives some 400,000 students online access to their national school curriculum.

Zimbabwe is using the Learning Passport to eliminate barriers to learning beyond the COVID-19 pandemic, including poverty, discrimination and conflict. Offering the country's only free, digital library of teaching and learning resources and covering the entire primary and secondary education curriculum, the Learning Passport newly enables millions of children in the country – three-quarters of whom live in poverty – to access online learning.

And in Jordan, the Learning Passport provides offline and online components combined with courses in advanced coding and software development, digital literacy, life skills, social entrepreneurship and the English language, becoming a core tool to increase access to quality learning for children excluded from education.

Although devastating in the short term, the pandemic's massive disruption has opened up exciting new opportunities to modernize education. Solutions including the Learning Passport helped UNICEF reach more than 300 million students with distance learning in 2020 – and will help expand that reach to 3.5 billion students by 2030.

### UNICEF USA HELPS every child learn

UNICEF's broad work in the area of education includes two programs that have been a priority for UNICEF USA and its donors. **Let Us Learn** uses innovative and flexible approaches to reach children who are out of school, improve learning and expand girls' education in five countries – Afghanistan, Bangladesh, Liberia, Madagascar and Nepal. In its first decade, Let Us Learn reached more than 3.6 million children, parents and school personnel. **Learning for Life** is a multicountry program designed to meet the early childhood development and education needs of children aged 0–8 forced to flee their homes due to the conflict in South Sudan. Learning for Life has reached almost 115,000 children, giving them a chance to attain the skills and life opportunities they need to break cycles of poverty and violence and reach their full potential.





**WE WON'T STOP  
UNTIL EVERY CHILD IS  
VACCINATED**

**IN 2020,**

- **23 MILLION CHILDREN** missed out on basic childhood vaccines, the highest number since 2009
- **3.7 MILLION MORE CHILDREN** than in 2019 did not receive potentially lifesaving vaccines
- **1.9 BILLION VACCINE DOSES** were procured by UNICEF for children in 102 countries, despite lockdowns

## COVID-19 PUTS CHILDREN AT RISK – FROM MEASLES

Immunization is one of the most successful public health interventions, preventing an estimated 2 to 3 million deaths every year. UNICEF is a key driver of this success, procuring enough vaccines to reach 45 percent of the world's children under the age of 5 annually. As a result, deaths from measles alone – the most contagious vaccine-preventable disease and a major child killer – declined by 73 percent worldwide between 2000 and 2018, averting an estimated 23.2 million deaths.

Tragically, the COVID-19 pandemic is threatening this progress. During 2020, more than 22 million infants missed their first dose of measles vaccine – 3 million more than in 2019, marking the largest increase in two decades. And 24 supplemental measles vaccination campaigns in 23 countries were postponed in 2020 – leaving more than 93 million people at risk for the disease.

On the current trajectory, more child deaths are predicted from measles than from COVID-19 in Africa. That's why UNICEF and partners are redoubling efforts to ensure that the outbreak of one disease does not leave the world's children vulnerable to outbreaks in others.

### Staying strong in the **FIGHT AGAINST POLIO**

Polio remains an urgent global challenge and one that has been complicated by COVID-19. We are close to achieving eradication: Since 1988, the number of children affected by polio has fallen from 350,000 cases in 125 countries, to fewer than 200 cases in Afghanistan and Pakistan only. In January 2021, Pakistan launched a national campaign to vaccinate more than 40 million children under age 5 against polio. More than 285,000 polio frontline workers were engaged in the door-to-door campaign. UNICEF, as part of the Global Polio Eradication Initiative, leads in vaccine supply and working with communities, supporting countries in building trust in vaccines and ensuring polio vaccines are safe and effective.

Through the Measles & Rubella Initiative (M&RI), UNICEF and partners are working to combat the current measles crisis and position resources to best address immunization delays. By developing a new plan in 2020 to strengthen the routine delivery of all vaccines and speed the detection of and response to measles outbreaks, UNICEF and partners are helping to address the reversal in progress toward measles elimination.

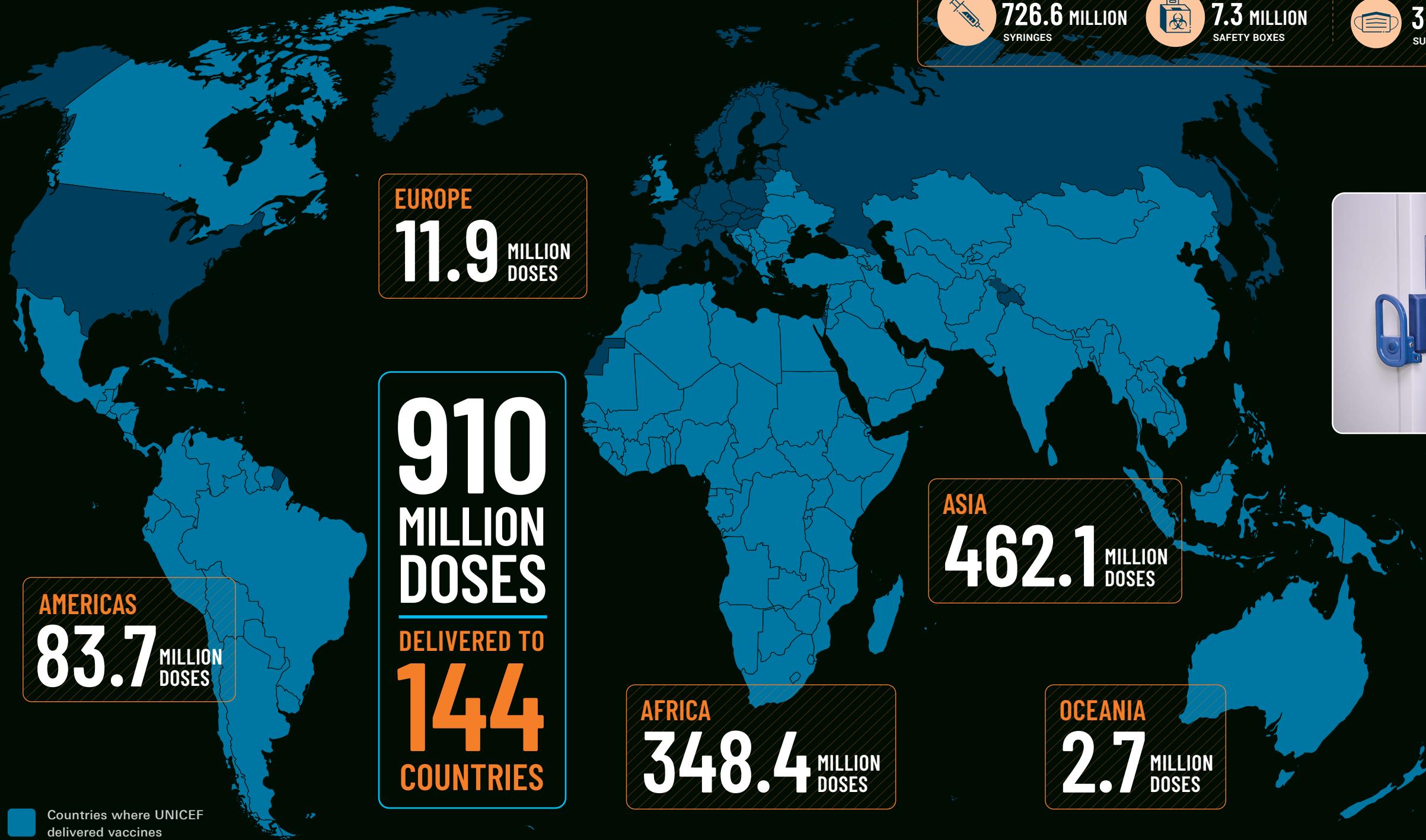
Meanwhile, conflict and natural disasters that put children at risk of measles haven't stopped for the pandemic, so UNICEF hasn't either. In 2020, UNICEF ensured that 17 million children living in humanitarian situations were vaccinated against measles.

Together with partners and funders, UNICEF is working relentlessly to ensure that the world's progress in eliminating this deadly but almost entirely preventable disease does not falter in the shadow of COVID-19.



# TAKING DOSES THE DISTANCE

In 2021, UNICEF was entrusted to lead the global delivery of COVID-19 vaccines, using the expertise and infrastructure built over decades of vaccinating children. By year end, almost a billion doses were delivered.



Carrying out the largest and fastest immunization project in history requires more than doses alone. Syringes and safety boxes are critical, as is the personal protective equipment needed to keep vaccinators safe.

## SYRINGES

In total, UNICEF is expected to deliver up to **ONE BILLION SYRINGES** to COVAX countries in 2021. UNICEF has already delivered:



**726.6 MILLION**  
SYRINGES



**7.3 MILLION**  
SAFETY BOXES

## PROTECTIVE EQUIPMENT

UNICEF has delivered:



**291.7 MILLION**  
GLOVES



**23.4 MILLION**  
N95 RESPIRATORS



**389.9 MILLION**  
SURGICAL MASKS



**10.3 MILLION**  
GOWNS

## COLD CHAIN STORAGE FACILITIES



Bangladesh received 26 ultra-low temperature freezers from UNICEF through COVAX in August 2021.

Throughout their journey to some of the most remote corners of the globe, COVID-19 vaccines must remain at a stable temperature. UNICEF has shipped

**MORE THAN 800 ULTRA-COLD CHAIN FREEZERS** to nearly 70 countries to support COVID-19 vaccine transport.

# WE WON'T STOP UNTIL EVERY CHILD HAS SAFE WATER



## IN 2020, THANKS TO UNICEF AND PARTNERS,

- **6 MILLION CHILDREN AND THEIR FAMILIES** were provided with safe water services, including the construction of nearly 1,500 solar-powered water systems
- **47 MILLION PEOPLE** were reached with safe water in more than 80 countries, including more than 30 million people in emergencies
- **46 COUNTRIES** received support for the implementation of climate-resilient water, sanitation and health solutions

## TECHNOLOGY HELPS DELIVER SAFE WATER IN MADAGASCAR

Water scarcity in semi-arid southern Madagascar is worsening with time. Droughts have destroyed crops, causing severe food insecurity and high rates of malnutrition in children. Access to safe drinking water is also a major challenge, with 68 percent of Madagascar's children facing likely water shortages.

For families like Vaha's, a mother living in Ambohimalaza commune, the lack of water has cut off access to food, leaving two of her six children suffering from severe acute malnutrition. "This situation is difficult for me and my children but we have to deal with it," Vaha says, holding her son's hand.

As one response, the government of Madagascar and UNICEF collaborated to build a 180-km water pipeline in 2019 that now brings water to 40,000 people. Ravolabe, a mother of five children who previously had to walk up to 20 km to find water or pay for it at a prohibitive cost, is thrilled to easily access water at one of the 19 community water points supplied by the pipeline. But bringing water across long distances is not ultimately sufficient or sustainable.

That's why UNICEF and partners are investing in new ways to find and manage safe water sources. Using satellite technology combined with hydrogeological, meteorological and geophysical data, UNICEF recently confirmed the feasibility of locating primary water resources deep in bedrock beneath southern Madagascar and identified ways to increase the likelihood of finding quality water. In the meantime, UNICEF and partners also implemented a new groundwater early warning system that enables better water resource planning in communities like Vaha's and Ravolabe's.

UNICEF is employing these novel approaches not only to help strengthen climate change resilience and improve access to safe water in Madagascar, but also to help the more than 1.42 billion people globally – including 1 in 5 children – living in areas of water vulnerability. By 2025, UNICEF aims to reach 450 million children and their families in highly water-vulnerable areas with climate-resilient water, sanitation and hygiene solutions – and, by 2030, to ensure that all children worldwide have access to a safe and affordable water supply.



## SAFEGUARDING WATER SUPPLIES in the Pacific Islands from the impacts of climate change

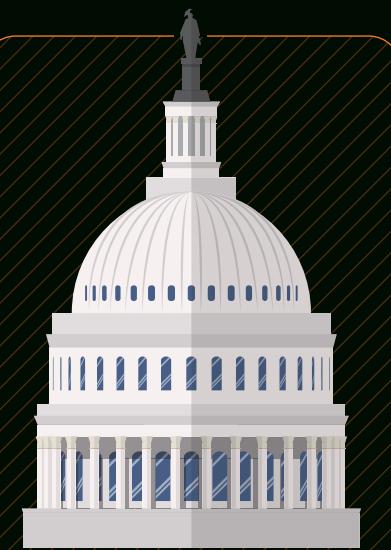
Given their small size, unique geography and fragile water resources, Pacific Island communities face significant challenges in terms of water and sanitation. Climate change is also already increasing the frequency and severity of cyclones and causing sea levels to rise. In response, UNICEF is working with the governments of Fiji and Vanuatu to implement the **Drinking Water Safety and Security Planning (DWSSP)** approach, which builds community engagement to strengthen village management of water. This includes training communities in identifying, prioritizing and reducing risks to the water supply and supporting them in developing an investment plan to ensure the provision of enough safe water for the entire community throughout the year. Just one year after DWSSP implementation in Fiji, community-led action includes new regular water committee meetings in four communities, implementation of a water resource management system in one, and regular cleaning of water tanks in two villages.

# ADVOCATING FOR CHILDREN

By speaking up on behalf of the world's children, **UNICEF and its supporters** **fight every day** to protect children's lives and futures.

**62,510**

**AMERICANS  
ADVOCATED  
ON UNICEF'S BEHALF  
LAST YEAR**



**185,900**  
**CONNECTIONS  
WITH  
LEGISLATORS**



**\$134 MILLION**  
**APPROPRIATED TO UNICEF  
BY THE U.S. GOVERNMENT**



“

**WHEREVER I TRAVELED,  
WHATEVER COUNTRY  
I LIVED IN, THERE  
WAS UNICEF  
ON THE GROUND  
WORKING WITH  
URGENCY TO HELP  
CHILDREN AND  
SAVE LIVES.”**

AMBASSADOR LINDA THOMAS-GREENFIELD, U.S. Representative to the United Nations and UNICEF USA Advocacy Day opening speaker

# 2021 POLICY WINS

→ Passage in the U.S. House of Representatives of the **Mental Health Services for Students Act**, which provides funds to U.S. schools for on-site mental health services.

→ Introduction of the **MINDS Act**, the first-ever federal bill to address mental health in foreign assistance.

→ Passage of the **Global Child Thrive Act** to strengthen early childhood development in U.S. foreign assistance programs.

→ Closure of child marriage loopholes in Rhode Island and New York, in partnership with Zonta International.

# WE WON'T STOP UNTIL EVERY CHILD HAS A VOICE

IN 2020,

- **75 UNICEF COUNTRY OFFICES**

consulted with adolescents in program planning, implementation and monitoring

- **66 ADOLESCENT-FRIENDLY POLICIES**,

such as mental health support and climate resilience, were enacted in a milestone 39 countries

- **7.2 MILLION ADOLESCENTS** across

121 countries participated in and/or led civic engagement in humanitarian and development settings



## YOUTH ACTIVIST SPEAKS UP FOR CLIMATE AWARENESS

**U**NICEF believes every child deserves to be heard and works to elevate youth voices as important drivers of change. On issues from bridging the digital divide in education to fighting climate change and championing LGBTQI+ rights, UNICEF Youth Advocates are speaking out and taking action.

Nkosi, from Victoria Falls, Zimbabwe, has been a climate change and environmental issues advocate since joining his school's environmental club at age 10. He has been engaged with UNICEF as a voice of young people on climate change in Zimbabwe since 2015 and traveled to the COP25 Climate Summit in Spain in 2019. In 2020, 17-year-old Nkosi was appointed a UNICEF Youth Climate Advocate to advance the environmental agenda in Zimbabwe and mobilize other young people to join the fight against climate change.

**Q:** Nkosi, what got you interested in the issue of climate change?

**Nkosi:** I often say that I live climate change. My friends live it. My family lives it too. I'm seeing some changes in my own environment like heat waves, floods and droughts. These are things we are experiencing now in our day-to-day lives, and something must be done about this.

**Q:** Can you tell me more about how climate change is affecting your community?

**Nkosi:** Around our area, the people are depending on agriculture. Right now they've even transitioned to small grain crops. But sometimes the rain doesn't come and we get drought. Sometimes we get heavy downpours. The land is no longer balanced as it was before.

**Q:** How did you get involved as a UNICEF Youth Climate Advocate?

**Nkosi:** I wasn't good in sports like my classmates but I was good in public speaking. I was part of the [public speaking] club, participating in many competitions. So I decided to speak out for the environment using what I can – my talent.

Through mingling with other people, speaking to other people, speaking in seminars, speaking in workshops and even in my classes, I developed my ability to motivate and raise awareness. It grew from there.

### A youth volunteer ADVOCATES for children

When it comes to volunteering for UNICEF, 19-year-old Rimsha has pretty much done it all. As a UNICEF Club member, youth representative and now UNICEF Child Friendly Cities Initiative (CFCI) youth advisor for



Houston, Rimsha is most passionate about making sure the voices of youth are heard in every government decision-making process. "What first drew me to UNICEF was that while most people don't listen to children or take them seriously, UNICEF does," she says. "As a young person, I've been able to help implement projects that make a difference for children in my community." Rimsha attended UNICEF's first CFCI Global Summit in Cologne, Germany, in 2019 and was one of 120,000 children and young people from more than 160 countries who contributed to the creation of the CFCI Child and Youth Manifesto. "I feel honored to be able to share my voice this way," says Rimsha. "I know not everyone can, so I always try to think about the young people who don't have a voice."

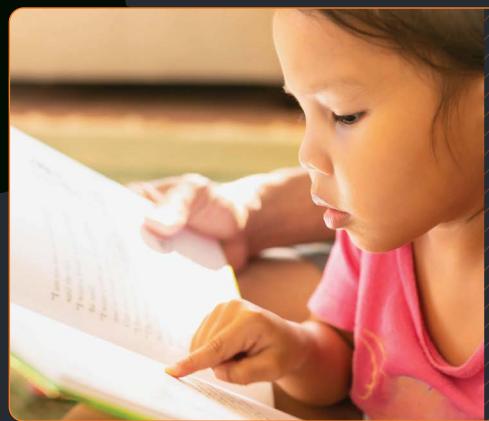
**Q:** What challenges do you see in getting other youth involved in fighting climate change and how are you working to engage them in this issue?

**Nkosi:** One of the challenges I noticed was the fact that there are some youths who don't know what climate change is, how it's going on in their own environment. They see the effects of climate change, but they actually don't know what's going on.

My message for other young people as far as climate change is concerned is that there's no other time for acting than now. It's now time to act. We are supposed to be on the front line fighting for climate justice. The future is ours.

# UNICEF USA IN THE USA

In 2021, UNICEF and partners worked coast to coast through our Child Friendly Cities Initiative (CFCI) and our UNICEF UNITE volunteer program to help communities prioritize child rights and youth participation.



## MINNEAPOLIS, MN

To teach children their right to essentials like personal health and safety, UNICEF CFCI Minneapolis and Hennepin Healthcare Department of Pediatrics teamed up on the Reach Out and Read Child Rights Literacy Project, distributing the first 500 books on the subject in area hospitals and clinics.

## SAN FRANCISCO, CA

After a community assessment identified the need for a safe outdoor space in the crowded Tenderloin neighborhood, a diverse coalition transformed a block-long stretch of sidewalk into a recreation and art center.

## San Francisco

## ARIZONA AND NEW MEXICO

Addressing the extreme mental health hardships faced by American Indian/Alaska Native communities during the pandemic, UNICEF USA partnered with the Johns Hopkins Center for American Indian Health to create and distribute a psychological first aid training course for COVID-19 frontline workers serving these indigenous peoples.



## ARIZONA

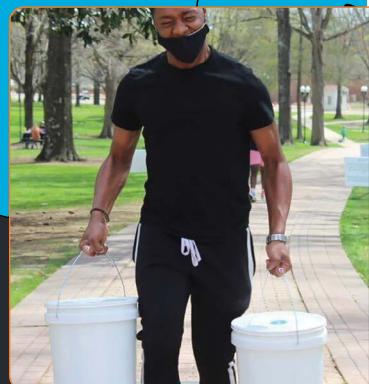
## NEW MEXICO

## FORT WORTH, TX

Through a partnership with Cook Children's Health Care System that began in January, and a subsequent sponsorship of more than \$2 million, UNICEF Kid Power® extended its philanthropic platform. As of fall, 36,000 kids served by the city's health care system had participated – completing wellness activities to "unlock" support for global and local causes.

## Minneapolis

## Fort Worth



## UNIVERSITY, MS

UNICEF UNITE Club members hosted "water walks" to educate their communities on the global water crisis and UNICEF's work in providing access to safe water.



## PRINCE GEORGE'S COUNTY, MD

UNICEF CFCI established a Cabinet for Children and Youth, which includes youth voices, to develop recommendations to improve outcomes and address issues impacting residents under the age of 25.

## NEWTOWN, CT

As part of the UNICEF USA Civic Action Center, young people drawn to political activism by the deadly Sandy Hook shooting volunteered to get out the vote in 2020.

## Newtown

## New York

## Prince George's County

## NEW YORK, NY

What does it mean to feel safe? Students from Heritage High School in East Harlem and the New York Academy of Medicine worked to answer that question as part of a UNICEF CFCI-sponsored community assessment. Student leaders will share findings with their community board to inform local planning.

# WE WON'T STOP UNTIL EVERY CHILD HAS MENTAL HEALTH SUPPORT



## IN 2020,

- **47.2 MILLION CHILDREN, ADOLESCENTS AND CAREGIVERS** were reached with community-based mental health and psychosocial support, including targeted community awareness campaigns in 116 countries – almost twice as many countries as in 2019
- **1.8 MILLION CHILDREN ON THE MOVE** were provided with mental health services, child-friendly legal aid and integration assistance across 74 countries
- **2.6 MILLION PARENTS AND CAREGIVERS IN 87 COUNTRIES** participated in parent education programs to prevent violence against children

## SUPPORTING VULNERABLE ADOLESCENTS BY EXPANDING COMMUNITY-BASED MENTAL HEALTH CARE

**A**t age 16, Andre considers himself open-minded and able to adapt to new circumstances. But just four years ago, his mother, Roxana, received a distressing phone call from Andre's school. "He was under a desk, crying, and saying that he didn't want to keep living," Roxana said. (Andre and Roxana are pseudonyms to protect their identities.)

Roxana knew her son needed help. But she and Andre live on the northern outskirts of Lima, Peru. The hospitals and private clinics she knew of were too far away – or too expensive. A visit to a local health center, however, provided them with public health insurance and a referral to the Community Mental Health Center in Carabayllo, a 10-minute bus ride from their home.

There, a multidisciplinary team diagnosed Andre with anxiety and depression linked in part to his parents' separation. He was prescribed an antidepressant and referred to a psychologist, psychiatrist and social worker for therapy.

Andre's access to the mental health care he needed was made possible by a series of reforms implemented by the Government of Peru in response to the country's huge unmet need for mental health services. In 2013, Peru's Ministry of Health estimated that one in five people had mental health conditions – and that only one in five who

needed care received it. After adding national health care coverage and boosting spending, Peru's network of community-based mental health centers – like the one serving Andre – has ballooned from only 22 in 2015 to 203 today.

The COVID-19 pandemic has put these new resources to the test. According to an online survey conducted by the Ministry of Health and UNICEF in 2020, one-third of children and adolescents in Peru experienced socio-emotional difficulties during the pandemic.

In response, the Ministry of Health, with UNICEF's support, released guidance for adolescent health care during COVID-19 and guidelines for comprehensive mental health care for adolescents. In addition, with support from UNICEF and partners, Peru's Ministry of Health piloted a free mental health hotline for adolescents and their families.

For Andre, the lockdown was stressful, but he was able to speak regularly with his psychologist by phone. He also spent more time with his mother. More than a year after his first visit to the center, Andre came off his medication and was feeling more positive. "Before coming, things were really bad," Andre said. "I felt sick and didn't want to eat. Now I feel much better, and I don't want to give up."

## EQUIPPING YOUTH to understand and support mental health

Amid concerns about the impact of the COVID-19 pandemic on the mental health of young people, UNICEF USA and the Arthur Ashe Institute for Urban Health in New York City teamed up in 2020 to develop a new program, **Beyond the Stigma**, to help local youth and supportive adults recognize and address anxiety, depression and emotional trauma. A thorough needs assessment had highlighted the urgency of developing innovative strategies to reach more people of color with culturally tailored mental health information. Since inception, the program has reached hundreds of young people in diverse communities in Brooklyn through workshops and other enrichment activities. Beyond the Stigma is part of UNICEF USA's broader effort to strengthen resilience and build capacity to support the mental health of children and families in vulnerable communities in the wake of COVID-19.



# SPECIAL EVENTS

Going virtual didn't stop UNICEF USA from **a banner year of events**, allowing UNICEF to continue its vital work for children.

## UNICEF CHANGEMAKER BENEFIT

On December 1, 2020, stars lent their voices to a major online event for children.

AMOUNT RAISED

**\$4.7 MILLION**

NUMBER OF VIRTUAL ATTENDEES

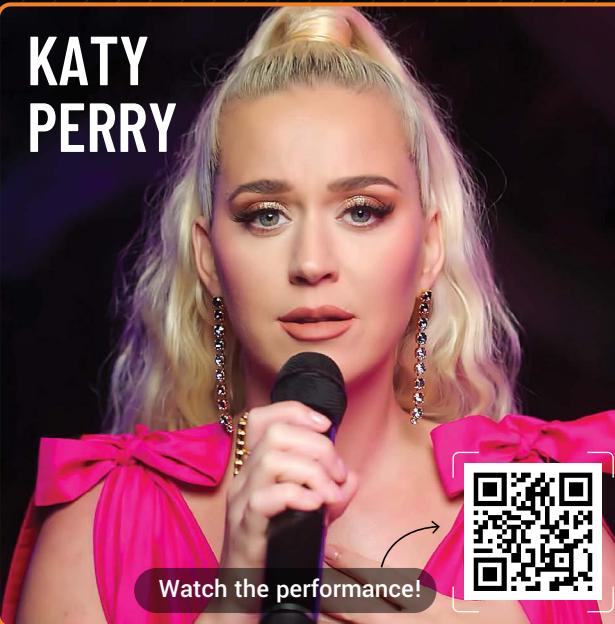
**1,348**

FROM

**38 STATES**

**25 COUNTRIES**

KATY PERRY



P!NK

SOFIA CARSON



## UNICEF WON'T STOP SPEAKER SERIES

A series of 12 online discussions on the most important global topics for children connected corporate leaders, journalists, UNICEF staff and 800 UNICEF supporters.



**COPING THROUGH THE PANDEMIC:**  
SUPPORTING CHILDREN'S MENTAL HEALTH IN EMERGENCIES



### GENDER ROLES:

UNICEF'S COMMITMENT TO EQUAL OPPORTUNITY FOR ALL GIRLS AND BOYS



### BUILDING BACK BETTER:

HOW GLOBAL EDUCATION CAN EMERGE STRONGER POST-PANDEMIC



A library of the full series can be found here: [unicefspeakerseries.org](https://unicefspeakerseries.org)

# WE WON'T STOP BECAUSE TIME MATTERS

EVERY \$1 INVESTED NOW ...

... in girls' education can provide a **\$5 STIMULUS** in the form of future skilled workers

... in childhood immunizations can return **\$60 IN SOCIAL BENEFITS** like health cost savings and long-term economic growth

... in safe water can return **\$4.30 IN INCREASED PRODUCTIVITY**



## ACCELERATING A CRITICAL RESPONSE

In a year of urgent and rapidly changing needs, the UNICEF USA Impact Fund for Children's Bridge Fund rapidly accelerated \$93.3 million in capital to help UNICEF save lives. Created to enable uninterrupted access to critical programs by minimizing timing gaps between when a financial commitment is made and cash is received, the Bridge Fund in Fiscal Year 2021 supported core programs for children while playing an instrumental role in UNICEF's fight to end the pandemic. As the globe was riddled with procurement and supply challenges on top of health crises that required a rapid response, the Bridge Fund sped the purchase and delivery of essential COVID-19 vaccines and treatments.

Increased support from Bridge Fund donors and investors ensured that the fund could meet high levels of demand in Fiscal Year 2021. During a record fundraising year, the Bridge Fund raised approximately \$20 million in new loan and grant capital, increasing its total grant pool to \$18.4 million. Such grants, which protect loan money over time, have the potential to equate to 24x their value in aid over the next 10 years, as loan capital is reused over and over again by UNICEF.

Since launching in 2012, the Bridge Fund has played a pivotal role by speeding up UNICEF's response at critical moments. What follows is a snapshot of three key ways the Bridge Fund accelerated impact for children and their families around the globe this year.

### Oxygen for India

In May 2021, a severe COVID-19 outbreak escalated rapidly across India, with nearly three deaths per minute at the height of the surge.

While UNICEF USA was fundraising to respond, and with no time to spare, the Bridge Fund rapidly deployed \$6.3 million to speed the delivery of critical supplies to overwhelmed hospitals.

Bridge funding helped frontline health care workers gain access to face shields and triple-layered masks earlier, and it enabled lifesaving oxygen concentrators to arrive sooner for approximately 5,000 people. Proceeds from UNICEF USA fundraising replenished the Bridge Fund one month following disbursement.

### Cold Chain for Nigeria

Vaccines need to stay cold to work, so cold chain refrigeration needs to be in country. The Bridge Fund enhanced Nigeria's preparedness for COVID-19 vaccine delivery by accelerating \$10 million required to purchase such equipment by six months. In addition to speeding access to COVID-19 vaccines, the 870 units of cold chain equipment fast-tracked other essential vaccines, including IPV2, Rota and HPV, which were previously unavailable to rural populations.

### Early Childhood Development (ECD) Services in Rwanda

Critical early childhood services were disrupted in Rwanda's Mahama Refugee Camp as part of the national measures to contain the COVID-19 virus. When Rwanda was ready to safely reopen, the Bridge Fund ensured it had the funding. It accelerated \$98,000 by nine months to ensure Early Childhood Development (ECD) services could reopen and expand. Early engagement and learning activities help every child, and bridge funding enabled more than 7,000 young children to gain access to integrated services in classrooms at the camp following COVID-19 closures.

# FINANCIALS



UNICEF USA exists to relentlessly pursue a more equitable world for every child. To ensure that we successfully deliver on this important mission, we continuously monitor the effectiveness, efficiency and overall financial health of our organization. UNICEF USA is committed to abiding by the principles of the Sarbanes-Oxley Act as it applies to not-for-profit entities and to using strong internal controls and reporting methods that emphasize documentation, review and approval. As a result, we have maintained the highest level of ethical, business and financial practices, enabling UNICEF USA to remain financially sound. The financial summary on pages 30–31 highlights the organization's consolidated financial statements, which KPMG LLP has audited. A complete set of the consolidated financial statements, including the related notes, is available on our website. UNICEF USA is compliant with the payment card industry (PCI) standards as well as federal IRS Form 990 and pension plan 403(b) Form 5500 audit requirements. We believe our internal controls provide a reasonable assurance that our financial reports and statements are fairly presented.

As the COVID-19 pandemic continued to evolve over the course of 2021, UNICEF USA maintained its fully remote operating model and accelerated an ongoing digital transformation effort, including the transition to a new enterprise resource planning system. This new tool will enhance internal processes and procedures, and provide timely decision support information, enabling us to keep pace with an accelerating business environment. We also continued enhancing our enterprise risk management approach, focusing on robust controls that emphasize compliance, accountability, data security and reliability to minimize risks that could impact the internal control systems of the organization, or otherwise impact our effectiveness.

And finally, thanks to our generous supporters, Fiscal Year 2021 was UNICEF USA's largest cash fundraising year on record. Thank you for recognizing the scale of the global challenges we are working to solve, and for partnering with us to deliver a world in which every child is healthy, educated, protected and respected.



Brett D. Robinson  
Chief Operating Officer and Chief Financial Officer

# CONSOLIDATED STATEMENT OF ACTIVITIES

PUBLIC SUPPORT AND REVENUE	FISCAL YEAR 2021	FISCAL YEAR 2020
<b>Public support</b>		
<b>CONTRIBUTIONS</b>		
Corporate	\$52,484,403	\$43,163,083
Major gifts	84,167,483	44,479,157
Foundations	142,375,255	148,302,130
Nongovernmental organizations (NGOs)	92,357,312	89,533,614
Direct marketing	56,298,043	46,192,474
Trick-or-Treat program	261,380	1,213,285
Internet	34,296,766	25,427,510
Other	44,081,375	65,852,115
<b>GIFTS-IN-KIND</b>		
<b>SPECIAL EVENTS INCOME, NET OF EXPENSES</b>		
<b>BEQUESTS AND LEGACIES</b>		
<b>PROVISION FOR LOSSES AND DISCOUNTS ON RESTRICTED ASSETS</b>		
Total public support	<b>\$531,866,571</b>	<b>\$625,988,792</b>
<b>Revenue</b>		
GREETING CARDS REVENUE	1,125,893	1,142,803
INVESTMENT RETURN	10,446,191	3,638,729
CHANGE IN VALUE OF SPLIT-INTEREST AGREEMENTS	(65,107)	(139,409)
OTHER	6,583,900	—
Total revenue	<b>\$18,090,877</b>	<b>\$4,642,123</b>
<b>TOTAL PUBLIC SUPPORT AND REVENUE</b>	<b>\$549,957,448</b>	<b>\$630,630,915</b>
<b>EXPENSES</b>		
<b>Program services</b>		
GRANTS TO UNICEF AND OTHER NGOS	\$409,510,852	\$539,497,030
PUBLIC INFORMATION, EDUCATION AND PROGRAM SERVICES	15,020,626	21,149,934
ADVOCACY	2,863,899	2,136,726
Total program services	<b>\$427,395,377</b>	<b>84%</b>
Percent of Total Expenses		
FISCAL YEAR 2021		
FISCAL YEAR 2020		
<b>Supporting services</b>		
MANAGEMENT AND GENERAL	20,174,288	21,300,675
FUNDRAISING EXPENSES	63,733,857	59,971,265
Total supporting services	<b>\$83,908,145</b>	<b>16%</b>
Percent of Total Expenses		
FISCAL YEAR 2021		
FISCAL YEAR 2020		
<b>TOTAL EXPENSES</b>	<b>\$511,303,522</b>	<b>100%</b>
Percent of Total Expenses		
FISCAL YEAR 2021		
FISCAL YEAR 2020		
Change in net assets	\$38,653,926	(\$13,424,715)
Net assets at beginning of year	\$149,477,527	\$162,902,242
Net assets at end of year	<b>\$188,131,453</b>	<b>\$149,477,527</b>

**NOTE 1**  
Through its Office of Public Policy and Advocacy in Washington, D.C., UNICEF USA acts as an advocate for the well-being of the world's children. One of the specific functions of the Office of Public Policy and Advocacy is to advise both the administration and Congress about the importance of the voluntary contributions made to UNICEF by the U.S. government. UNICEF USA's efforts in this regard helped to persuade Congress to direct the U.S. government to allocate \$134 million to UNICEF in 2021. This funding is provided directly by the U.S. government to UNICEF and is not reflected as revenue in UNICEF USA's Summary of Financial Highlights. Related expenses, however, are included in UNICEF USA's total program services.

## NOTE 2

As of June 30, 2021, UNICEF USA has total net assets of \$188.1 million that consist of:

Without donor restrictions	\$102,712,726
With donor restrictions	\$85,418,727
Total net assets	<b>\$188,131,453</b>

**Without Donor Restrictions** — Net assets that are not subject to donor-imposed restrictions.

**With Donor Restrictions** — Net assets that are subject to donor-imposed stipulations that will be met either by the actions of UNICEF USA and/or by the passage of time. Such net assets may also be subject to donor-imposed restrictions that stipulate that they be maintained permanently by UNICEF USA but permit the organization to expend all or part of the income

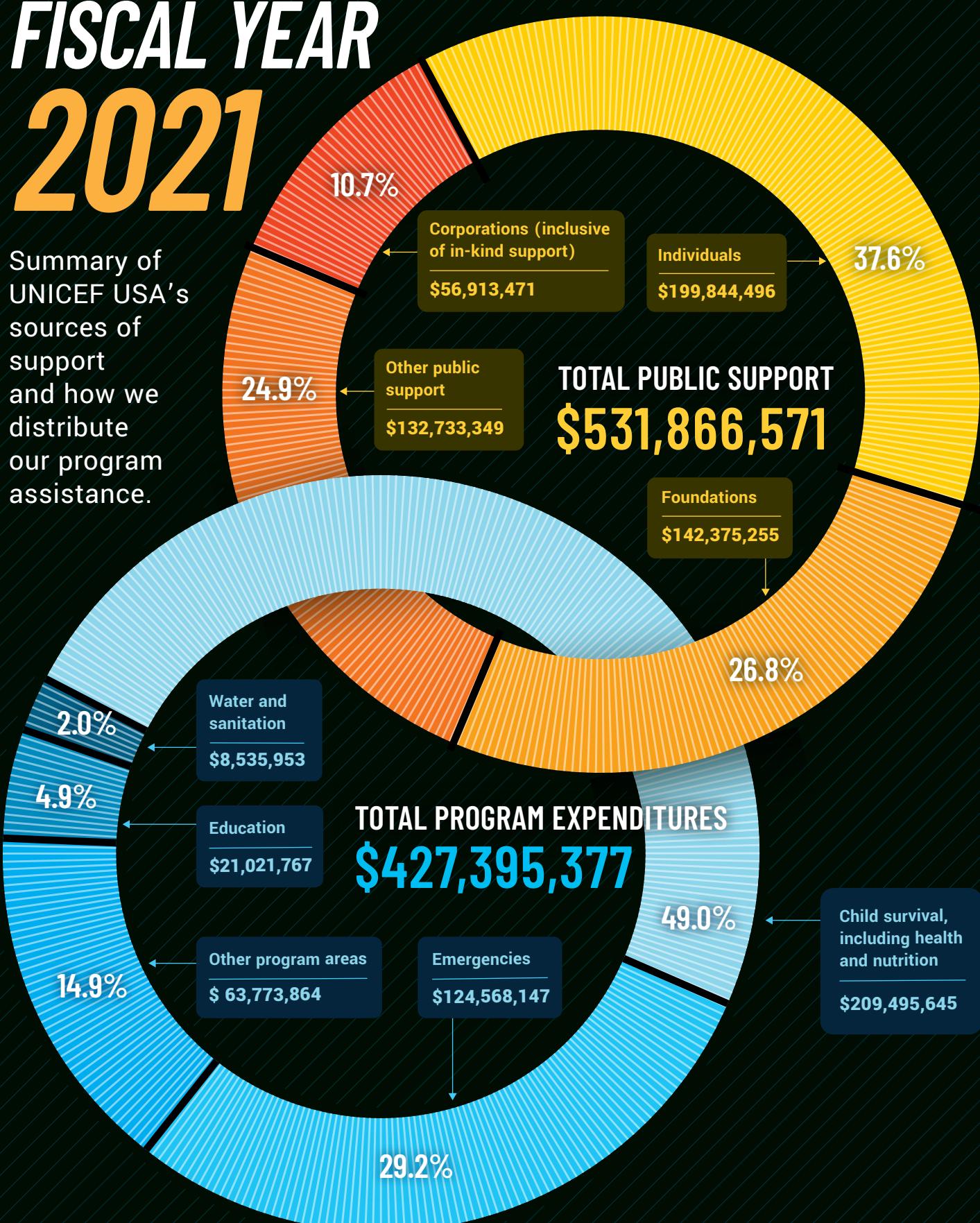
derived from these assets to support operations. Included in the net assets with donor restrictions is UNICEF USA's endowment consisting of individual donor-restricted funds of \$4.2 million. Net assets with donor restrictions will be used to fund various programs, such as child protection and child survival, including nutrition and health, emergency response and various other programs.

## NOTE 3

This summary was prepared by UNICEF USA from its consolidated financial statements, which were audited by KPMG LLP. The complete consolidated financial statements, including the related notes and auditor's report, are available upon request or on UNICEF USA's website at [unicefusa.org](http://unicefusa.org).

# FISCAL YEAR 2021

Summary of  
UNICEF USA's  
sources of  
support  
and how we  
distribute  
our program  
assistance.



# SUPPORTERS

WE THANK THE FOLLOWING GENEROUS PARTNERS THAT  
GAVE \$1 MILLION OR MORE IN GIFTS OR GIFTS-IN-KIND  
TO UNICEF USA IN FISCAL YEAR 2021.



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Eleanor Crook Foundation

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Ford Foundation

The Rockefeller Foundation

Education Above All, Educate A Child

Margaret A. Cargill Philanthropies

United Nations Foundation

## ORGANIZATIONAL PARTNERS

ifanca



Rotary



ZONTA  
FOUNDATION  
FOR WOMEN

# WE THANK THE FOLLOWING GENEROUS ORGANIZATIONS AND INDIVIDUALS FOR THEIR SUPPORT OF UNICEF USA IN FISCAL YEAR 2021.

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*Companies and/or their employees that supported UNICEF USA, including gifts-in-kind.*

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Sony Corporation of America  
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The UPS Foundation  
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Salesforce  
Stanley Black & Decker  
TOMS Shoes  
ViacomCBS  
World Wrestling Entertainment

## FOUNDATIONS

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### Gifts of \$1,000,000 and above

Conrad N. Hilton Foundation  
Education Above All, Educate A Child  
Eleanor Crook Foundation  
Ford Foundation

Margaret A. Cargill Philanthropies  
National Philanthropic Trust  
The Rockefeller Foundation  
United Nations Foundation

### Gifts of \$100,000 and above

International Budget Partnership  
New Venture Fund

## ORGANIZATIONAL PARTNERS

### Gifts of \$50,000,000 and above

Rotary International

### Gifts of \$10,000,000 and above

Latter-day Saint Charities

### Gifts of \$1,000,000 and above

Islamic Food and Nutrition Council of America  
Zonta Foundation for Women

### Gifts of \$100,000 and above

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Fondation Botnar and the International Society for Urban Health  
Kiwanis International  
The Task Force for Global Health  
Together for Girls

### Gifts of \$50,000 and above

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TisBest Philanthropy  
United Methodist Church of the Resurrection

### Gifts of \$10,000 and above

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*UNICEF International Council members have given \$1 million or more cumulatively to UNICEF in their lifetime. This collective of philanthropic partners works to advance children's rights through members' combined influence, investment and expertise.*

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*The Humanitarian Circle recognizes UNICEF USA's most generous individual donors, offering special opportunities to connect with UNICEF's work. For more information, please visit [unicefusa.org/humanitariancircle](http://unicefusa.org/humanitariancircle).*

\*Special thanks to donors, marked with an asterisk, who have supported UNICEF USA for each of the last five years. We deeply appreciate your loyalty to children in need.

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### Gifts of \$1,000,000 and above

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Impetus Foundation in honor of the Alvarez and Fernandez families  
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*We are deeply grateful to the 233 individuals who left a legacy of life for the children of the world through their estate plans this year. Their generous gifts, which totaled \$24,820,824 in Fiscal Year 2021, helped thousands of children live safer, healthier lives. We extend our sympathy and heartfelt thanks to the loved ones of these visionary and caring individuals.*

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*The Legacy Circle honors supporters who are investing in the future survival and development of children around the world by naming UNICEF USA in their estate plans. Legacy gifts include bequests from wills and trusts, beneficiary designations, and charitable gift annuities. As of July 1, 2021, 1,302 members of the Legacy Circle have informed us of their estate plans. We applaud their foresight and leadership in making future generations of children a priority.*

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for every child

