



No corner of the globe is too remote for UNICEF staff to reach children with the basics they need to survive.

By plane, boat, train, truck, motorcycle, foot, donkey, camel – UNICEF staff use any means necessary to provide a lifeline to children and their families.

UNICEF's technologically sophisticated worldwide supply network and the organisation's influence with governments and communities mean – no matter what the geographical, logistical or cultural complexity...

UNICEF is there for children.

UNICEF Ireland Annual Report 2009



© UNICEF Ireland 2010
UNICEF Ireland
33 Lower Ormond Quay
Dublin 1
Ireland
www.unicef.ie

unite for children





Table of Contents

2009: Believe In Zero	5
A message from the Chairman	6
A message from the Executive Director	7
2009: Re-building schools & children's futures in Rwanda	8
2009: Saving children from starvation	10
2009: Delivering healthy babies into the world	12
2009: The battle against the main child killer in Africa	14
Fundraising Highlights in 2009	16
Corporate Champions for Children in 2009	18
Advocacy Highlights 2009	20
Financial Statements 2009	22
Directors and other information	23
Directors' Report	24
Statement of Director's responsibilities	26
Independent Auditors' Report to the members of UNICEF Ireland	27
Income & Expenditure Account	29
Balance Sheet	30
Cash Flow Statement	31
Statement of Accounting Policies	32
Notes forming part of the Financial Statements	33

© UNICEF/NYHQ2009-0602/Shehzad Noorani:
Bangladesh, 2009:

Children hold hands as they walk on the bank of the Surma River in the village of Porbo Sadarghar. In 2009, families throughout Bangladesh continued to recover from recurrent cyclones and flooding. Over 40 per cent of children under five have stunted growth due to malnutrition and although two-thirds of household income is spent on food, nearly 60 per cent still do not have enough to eat. UNICEF is responding to the crisis by establishing therapeutic feeding centres and nutritional monitoring programmes, and by distributing micronutrients and ready-to-use therapeutic foods.

2009: Believe in Zero

Every minute of every day there are children suffering somewhere in the world from causes that we here in Ireland rarely if ever have to worry about. Malnutrition. Dirty drinking water. Untreated malaria and pneumonia. And the tragic reality is, that these children may die.

Because every day, 24,000 still die – even though the vaccines, the medicines and the technologies to save these children already exist.

Since UNICEF's beginning, UNICEF's mission has been to reach as many children as possible with effective, low-cost solutions to deal with the biggest threats to their survival and to provide them with the protection and education all children deserve.

In 2009, UNICEF was able to reveal that the number of children under the age of five who die each day has dropped considerably – from 25,500 three years ago to 24,000 today. In fact, over the last 50 years, UNICEF and our partners throughout the world have helped reduce the child mortality rate by more than half. More remarkably new statistics show that the decline in child mortality is actually accelerating even as the overall population increases.

But we cannot celebrate until we reach the day when the number of children who die from preventable causes is zero. Any number greater than zero is unacceptable. We are getting closer all the time. And with your continuing support of UNICEF and UNICEF Ireland, we know we'll get there.

24,000



In Togo, a woman plays with her baby in their home in Adidome Village, outside Lomé, the capital. They are beneath a mosquito net provided by UNICEF, which will protect them from malaria. Every 30 seconds a child dies of malaria. Nearly 90 percent of those deaths occur in Africa among children younger than 5 years old. That makes malaria the leading child-killer in Africa. UNICEF is the world's largest provider of insecticide-treated mosquito nets (ITNs), which help protect families from malaria. Fighting malaria is crucial to bringing the number of preventable child deaths to zero.

A Message from the Chairman

2009 has been an extremely tough but rewarding year at UNICEF Ireland. What inspires us the most is that our supporters have continued to champion our work worldwide for children, despite the difficult economic times that continue to affect us all.

2009 was a year that saw support from UNICEF here in Ireland respond to the cholera outbreak in Zimbabwe; help bring clean and safe water to remote communities in Kenya; respond to the most urgent needs of families following Tropical Storm Ondoy in the Philippines and continue to fund the re-building of schools in Rwanda as well as work to establish maternal health programmes in Kwa Zulu Natal, South Africa to prevent the transmission of HIV from mother to child at birth.

We received encouraging news in September that there is a continuing drop in the worldwide child mortality. More children than ever before are surviving. This continuing downward trend confirms that UNICEF's global leadership, efficiency and comprehensive child survival strategies are getting us closer to a day when no child dies from preventable causes.

In the 2009 fiscal year, your support helped UNICEF Ireland generate more than €4.55 million in total revenue. We cannot thank you enough. Our work is funded exclusively by voluntary contributions from a diverse range of supporters including individuals, corporates, foundations and governments – all of whom are invaluable partners in the fight for children's survival.

2009 is the first year of my tenure as Chairman of UNICEF Ireland. I would like to take this opportunity to thank my fellow board members of UNICEF Ireland for their support and commitment as well as acknowledge the work of UNICEF Ireland Executive Director Melanie Verwoerd and her dedicated team who work tirelessly to build a better world for children.

We must not let the ongoing financial turmoil erode any of the hard-won child survival gains we have made together. We ask you to continue your support as we marshal all our willpower, all our resources, to make sure that – in the fight for survival – not a single child is forgotten.

Paul Connolly

Chairman

UNICEF Ireland



UNICEF Ireland Chairman Paul Connolly speaking at the 2009 UNICEF Ireland Corporate Lunch in Dublin.

A message from the Executive Director

"Bottom Line" was a much used phrase in 2009 as we all tried to weather difficult economic storms. 2009 was also a year, when we re-evaluated what our "Bottom line" was when we looked at the issue of child survival.

Our "bottom line" is that every day we are still losing 24,000 children to preventable causes and we must do whatever it takes to bring that number to zero. Benefiting from more than sixty years of experience, UNICEF will take on any challenge to give every child the basics for a safe and healthy childhood.

UNICEF makes the most of your generous support – saving and improving children's lives through innovative, affordable and proven strategies. For example, UNICEF reaches more than half of the world's children with inexpensive immunisations against deadly diseases like measles and tetanus. Last year alone, UNICEF distributed 19 million mosquito nets in 48 countries and brought 2.6 billion doses of vaccine to protect children throughout the world.

None of this would be possible of course, without UNICEF's more than 10,000 highly skilled staff who work in over 150 countries and territories across the world. Ninety percent of UNICEF personnel work in the field – everywhere from isolated areas of countries like the Lao People's Democratic Republic to busy urban centres like Nairobi. In conflict affected countries like Afghanistan, Iraq and Somalia, these dedicated workers often risk their own lives to save the lives of children.

In this year's annual report, we share with you with some of our best achievements and successes from the past twelve months and show you, just some of the ways, your commitment to UNICEF has changed children's lives in 2009.

No matter how you support us, never forget that by giving what you could of your time, energy, and money, you are saving and transforming children's lives.

I would like to take this opportunity to thank the new Chairman of UNICEF Ireland, Paul Connolly and all the board members for their support. I would also like to acknowledge my staff here in the UNICEF Ireland office - their commitment and enthusiasm to their work is always a source of inspiration.

Melanie Verwoerd

Executive Director

UNICEF Ireland



UNICEF Ireland Executive Director Melanie Verwoerd with children during a visit to Beira, Mozambique

2009: Re-building schools and children's futures in Rwanda

"It is my passion that every child in Africa goes to school." - Nelson Mandela

"Schools for Africa" is a joint campaign to promote education for children in Africa, launched by The Nelson Mandela Foundation, UNICEF and the Hamburg Society for the Promotion of Democracy and International Law.

To Nelson Mandela, Nobel Peace Laureate and former President of South Africa, this campaign is a significant contribution to his legacy and vision for the education of African children and the alleviation of poverty particularly in rural communities.

Since 2006, UNICEF Ireland has been actively fundraising for Schools for Africa and is currently supporting the construction and reconstruction of schools and the provision of education materials in Rwanda.

In addition to the scourge of HIV/AIDS, Rwanda has also had to deal with the challenge of recovering from the 1994 genocide. Out of a population of 8.1 million people, 19% of the children are orphaned, either as a result of HIV/AIDS or the genocide.

While all children will benefit from this programme, the focus is on orphaned or vulnerable children and girls, whose education is very often neglected as they must stay at home to care for sick parents or look after their siblings once their parents die.

In Rwanda, all children have access to a free basic education, but completion rates remain low, especially for girls. Gender-based violence, early marriage and teen pregnancy all contribute to preventing Rwandan girls from completing their studies.

At the child-friendly schools, students are educated about the importance of gender equality. Groups called Tuseme Clubs are a key feature of every child-friendly school, explicitly targeting gender bias and giving boys and girls the skills and space to speak their minds. Tuseme means 'Let's speak out' in Swahili. As one boy at a Tuseme Club said "Before, the girls swept the classroom alone. Now, we all sweep together."

The success of the child-friendly programme has inspired the Rwandan Government to expand it to 400 schools, as well as to make child-friendly standards the quality norms for all schools nationwide.

Since 2006, St. Gerard's School in Bray, Co. Wicklow has been supporting UNICEF Ireland and our 'Schools for Africa' campaign. All funds raised through this special educational partnership are used for our Schools for Africa programme in Rwanda. To date, the school has raised in excess of €200,000.

As the relationship has developed St Gerard's has been 'twinned' with a Rwandan school called Busasamana and in July 2009, twelve students from St. Gerard's travelled to Busasamana to volunteer in the school teaching english and sport.

Two girls wash their hands at an outdoor tap at the Catholic primary school in the village of Busamana, about 30 km from the town of Gisenyi, in Western Province. More than 1,570 children, about half of them girls, attend the child-friendly school. UNICEF provided a water tank, latrines and educational supplies and supports teacher-training at the school. UNICEF also supported construction of the school and its sports and play areas.



2009: Saving children from starvation

Five-year-old Mohamed smiles shyly at the camera as he opens his ready-to-use therapeutic food in the Al-Mazrak displacement camp in Harad District of Yemen.

Mohamed's eldest sister is the only healthy child in his family; four of his eight siblings are also severely malnourished, and three others are at risk. Some 700 families (about 5,000 people) displaced by the outbreak of violence, now live in the UNICEF-supported camp.

Fighting in the north of the country, pitting government troops against Houthi rebel forces, has forced 150,000 people to flee. The crisis is taking an especially heavy toll on children. Since the conflict intensified in August, cases of severe malnutrition have increased threefold.

The results of the nutrition screening in Al-Mazrak are stark. One in five children under five years of age suffers from acute malnutrition, with about half of the cases considered severe.

"The situation is very serious. If not treated, these children are at a high risk of death," says UNICEF Yemen's Chief of Young Child Survival and Development, Dr. Kamel Ben Abdallah. He adds that malnutrition accounts for 60 percent of deaths among the under-five population. Malaria is also a threat as the rainy season begins, and malnourished children are at increased risk of disease.

As families arrive at the camp, malnourished children receive special treatment. Severely affected children get Plumpy'nut®, a ready-to-use therapeutic food that provides the calories, nourishment, vitamins and protein they need in order to recuperate.

As of late September, UNICEF-trained health workers had distributed 24,000 packets of Plumpy'nut in Al-Mazrak – enough to provide for 160 children for two months. "But the number of children in the camp is rising, so we need to bring in more supplies," says Dr. Kamel.

Since the children are in a very weak state, they are especially vulnerable to infectious diseases and illnesses such as measles, malaria and diarrhoea. UNICEF, therefore, is also focusing on safe drinking water, sanitation and hygiene – as well as nutrition – to prevent any disease outbreaks among the 5,000 people in the camp.

In Yemen (and many other countries) UNICEF is the main provider of ready-to-use therapeutic foods like Plumpy'nut®. With the economic turmoil, continuing, the UN Food and Agriculture Organisation is now estimating that worldwide hunger will reach an all-time high in 2009, with over 1 billion people – one sixth of all humanity – undernourished.

UNICEF's high-impact, low-cost solutions are making a profound difference in the face of this threat. But as the food shortage continues, UNICEF will need additional donor support to save the lives of scores of other children like Mohamed.

Yemen: Five-year-old Mohamed eats a ready-to-use therapeutic food in the Al-Mazrak displacement camp in the Harad District in Hajja Governorate. UNICEF is providing ready-to-use therapeutic food for severely malnourished children in the camp. The food, which provides the calories, vitamins, proteins and other nutrients the children need to recover quickly from under-nutrition can be eaten directly from the package, eliminating the risk of contamination in preparation.



© UNICEF/NYHQ2009-1736/Truls Brekke

2009: Delivering Healthy Babies into the World

Maternal and neonatal tetanus is a disease that is easily prevented and easily treated. But for women and infants who are not protected and have no access to hospital treatment, the disease is almost always fatal. Every 9 minutes, a baby dies of neonatal tetanus. Eliminating maternal and neonatal tetanus will represent a great stride toward ZERO and the day when no child dies from a preventable cause.

Irish parents are responsible for donating a phenomenal 3,678,189 life-saving tetanus vaccines between October and December 2009 as part of the UNICEF Ireland and Pampers 1 pack = 1 vaccine campaign.

Since its launch in 2006, the UNICEF Ireland and Pampers® partnership in Ireland has raised enough funding for over seven million vaccines in total to protect mothers and babies against maternal and newborn tetanus.

For every specially marked pack of Pampers® products purchased, Pampers® donated the cost of one vaccine to UNICEF Ireland.

Although through routine vaccination it is no longer a threat in the West, tetanus continues to kill in developing countries throughout the world.

UNICEF Ireland is absolutely delighted with the result of this year's campaign. With the generous support of partners like Pampers® and parents here in Ireland, UNICEF is moving closer to its goal of eliminating maternal and neonatal tetanus.

The impact of UNICEF's partnership with Pampers® is being seen worldwide. In total, the global campaign is expected to fund over half of the lifesaving vaccines needed in the coming year.

Every year, about 128,000 babies die before their first birthday from neonatal tetanus – even though the disease has been preventable by vaccination for more than 70 years.

Tetanus is caused by bacteria that live in soil. Women and newborns are often infected as a result of unhygienic birth practices, such as cutting the umbilical cord with unsterile instruments or handling it with dirty hands. Once contracted, there is no real cure and up to 95% of babies die in the first month.

However, maternal and newborn tetanus can be prevented through simple injections given during pregnancy, to protect both a mother and her unborn child during this vulnerable period.

Since 2006, through its '1 Pack = 1 Life-Saving Vaccine' campaign, Pampers® has successfully donated 200 million tetanus vaccines, protecting women and their babies around the world from Maternal and Neonatal Tetanus.

On September 28, 2009, P&G announced its commitment to donate a further 100 million vaccines by 2010, which allowed for the protection of an additional 33 million women and their babies within 32 countries around the world.

Pampers® and UNICEF are aiming for no country to have MNT as a public health problem, where babies die from a completely preventable disease. One case of newborn tetanus is one too many.

In 2009 in Mali, a woman hugs her baby as they wait to receive vaccinations at a UNICEF supported health centre in the Bandiagara, Mopti Region.



© UNICEF/NYHQ2009-1913/Giacomo Pirozzi

2009: The battle against the main child killer in Africa

Angeline is nine years old. She shares the same dreams and hopes as any nine year old. "When I grow up, I would like to be a teacher," she told us. "That way, I can teach children ways to stay healthy." Angeline lives in Madagascar, a beautiful country in Africa where many children's lives are tragically cut short by malaria.

The danger comes at night, when children are fast asleep. In malaria endemic countries throughout the world, millions of mosquitoes begin to bite. And many of these mosquitoes carry malaria.

The most effective way to prevent mosquitoes from biting is for children to sleep under an insecticide treated bed net. Something so simple can be all it takes to keep a child safe from this deadly disease. Angeline knows how important a mosquito net can be: "If you sleep under a bed net that has been treated by insecticides, this keeps away the bad mosquitoes that bite at night."

Angeline can sleep peacefully and safely at night. But there are millions of children in Africa who are exposed to potentially deadly mosquito bites while they sleep. Malaria kills a child in Africa every 30 seconds.

The most effective way to prevent mosquitoes from biting is for children to sleep under an insecticide treated bed net. Something so simple can be all it takes to keep a child safe from this deadly disease. Malaria kills almost one million children in sub-Saharan Africa every year, taking their hopes and dreams with them.

An insecticide-treated net costs very little. In fact, just €14 will provide a pack of 3 Insecticide Treated Nets that will protect a family of six for 5 years. A tiny amount of money considering that with enough nets, literally millions of lives could be saved within a few short years.

Last year, UNICEF Ireland continued our 'Net Result' campaign, which so far has sent over 75,000 bed nets to malaria affected areas in Africa. When nets and adequate medical support is provided malaria can be very quickly stamped out. Entire regions can effectively be made malaria free with these simple interventions and thousands of children's lives saved.

Fyffes and UNICEF Ireland - Partners in Prevention

Malaria not only takes human lives – it also destroys the economic life of affected countries and regions. Therefore it is important that long term support and prevention strategies are in operation in order for economic recovery to take place. With a generous five-year funding programme Fyffes has made an enormous contribution to initiating such a recovery.

In 2009 alone, due to Fyffes funding, 80 percent of the exposed population in six key provinces of Mozambique were assured of prompt malaria treatment. With the distribution of nets, support to health facilities and community projects, Fyffes has made a material difference to the lives of thousands in affected provinces.

Maria Dibanzilua and her five-year-old daughter, Cristina Morena, rest under an insecticide-treated mosquito net, to prevent malaria, in the Cazenga neighbourhood in Luanda, the capital of Angola. Malaria is a main cause of under-five deaths in the country. UNICEF provides insecticide-treated mosquito nets for children under five, pregnant and lactating women and displaced families as well as supporting preventative treatment and care in health facilities and communities throughout Angola.



© UNICEF/NYHQ2007-1797/Christine Nesbitt

Fundraising Highlights in 2009

UNICEF Ambassador Sir Roger Moore

UNICEF Ireland had both an exciting start and end to 2009, with thanks to visits by our treasured Goodwill Ambassador Sir Roger Moore. In January 2009, and again in December, Sir Roger joined us for a Black Tie Dinner and Casino night. Having travelled to an extensive number of countries in which UNICEF is present, Sir Roger spoke about his initial introduction to UNICEF by his dear friend Audrey Hepburn, who herself worked tirelessly on behalf of the world's poorest children right up until just weeks before her death. Sir Roger also spoke about his need to put faces to harrowing statistics of innocent children who die needlessly every day.



Fundraising Lunches

2009 saw two fundraising ladies lunches taking place at L'Ecrivain in Dublin. The annual Mother's Day Lunch took place in March with special guest speaker Leigh Arnold in attendance on the day. Now in its twelfth year, the Mother's Day Lunch raises much needed funds for UNICEF's Safe Motherhood Programmes which work to reduce the rates of infant and maternal mortality in developing countries. The second followed in May and was a celebration to mark the birthday of former UNICEF ambassador Audrey Hepburn who dedicated over 30 years of her life to working with UNICEF campaigning on behalf of the world's poorest children.

Harry Potter

To mark the release of the next eagerly awaited instalment of the hugely popular Harry Potter series, UNICEF Ireland held a red carpet screening of Harry Potter and The Half-Blood Prince in July. Attended by Harry Potter fans and UNICEF supporters alike, the screening took place in the Savoy cinema with special appearances by UNICEF Ambassadors Ryan Tubridy as well as Dustin the Turkey who provided the crowd with ample entertainment before the screening with stories of his field visit to South Africa. It was a fantastic evening for all the family and raised just over €10,000 for UNICEF's Child Survival Programmes.



Winter Solstice Walk

In mid December, enthusiastic UNICEF supporters embarked on an early morning walk up the Seefin Mountain in Wicklow, culminating in a picturesque sunrise to mark the winter solstice. As well as enjoying a day out with a difference, walkers of all levels contributed to UNICEF Ireland's Believe in Zero campaign.

Topaz fundraising events

2009 saw the launch of a joint partnership between Topaz and UNICEF Ireland which led to numerous fundraising events occurring throughout the year. Over 100 Topaz employees ran the Dublin Mini Marathon in June on behalf of UNICEF Ireland raising over €12,000. Employees held a Cabaret themed party in June which raised over €5,000 and a samba themed party were also held in September. In October staff embarked on a day of abseiling in Dalkey Quarry increasing further the amount raised by Topaz for 2009. The partnership between Topaz and UNICEF Ireland will continue for an additional two years.

Compassion Fashion

UNICEF Ireland's first fashion fundraiser "Compassion Fashion" took place in the Powerscourt Centre in June and raised over €2,000. The event provided an opportunity for people to give their closets a 'spring clean' all in aid of UNICEF Ireland. Hairdressers and make-up artists were on hand to provide useful tips and help with finishing touches. Jewellery, bags, shoes and clothes were bought and sold with the event proving to be an innovative and enjoyable way of fundraising.



High-5 World Record, Festival of World Cultures

In August, Rob Ross & Michael Cotter co-ordinated an attempt to break the Guinness World Record for the number of high-fives by an individual in a 24 hour period. The event that took place during the festival of World Cultures in Dun Laoghaire and was a resounding success reaching a record breaking 5,000 high fives! Medentech, a producer of water purification tablets used by UNICEF overseas, agreed to sponsor 1 purification kit per high five.



Cooks Academy

Cooks Academy, the well known Dun Laoghaire based Cookery School opened its doors in December for a coffee morning and series of cookery demonstrations in aid of UNICEF Ireland. Attendees were taught how to make their own Christmas gifts for family and friends, including treats such as chocolate truffles, Christmas decorated cupcakes, mini fudge boxes and gingerbread men tree decorations. UNICEF toys and cards were also on sale at the event.

DCU on Campus Society

2009 saw 200 students signing up to UNICEF on Campus at DCU. As a direct result of this support, various events took place throughout the year to raise funds for UNICEF Ireland and to increase awareness and understanding of the work undertaken by UNICEF worldwide. Furthermore, UNICEF on Campus provides an outlet for university students to engage with NGO's and development issues encouraging humanitarian values and volunteerism.



UNICEF Goodwill Ambassador Sir Roger Moore KBE flew into Dublin in January 2009 to launch the Topaz and UNICEF Ireland partnership. Customers will be able to add 2 cents to their bill every time they make a purchase at 106 Topaz company owned stores around Ireland.



RTE Broadcaster Gerry Ryan and UNICEF Ireland Executive Director Melanie Verwoerd with students from St. Joseph's Primary School in Ballymun launch the UNICEF Ireland/IKEA Soft Toy Campaign in November 2009.

Corporate Champions for Children in 2009

UNICEF Ireland has a long history of successful alliances with outstanding Irish corporates and international corporations. Our focus on understanding partners' business goals – and on developing creative ideas with measurable, bottom-line results – ensures mutually beneficial programmes that not only help save children's lives, but also help our partners achieve their objectives.

Because UNICEF Ireland recognises the private sector can be an important partner in advancing its mission to ensure the health, education, equality and protection of every child, it engages with businesses in a variety of ways and on many levels.

2009 Corporate Highlights

Aer Lingus

Change for Good is an in-flight collection of unwanted and unusable foreign notes and coins to be used to support UNICEF's programmes for children in 156 countries and territories worldwide. UNICEF Ireland's Change for Good partnership with Aer Lingus has been a major success since it was launched in 1989. Thanks to the generous support of Aer Lingus passengers, management and staff, Change for Good™ has generated over €7.5 million that UNICEF has used to provide a healthier, happier future for millions of children. In 2009, €780, 699 was raised on board Aer Lingus flights.

Fyffes

In September 2008, UNICEF Ireland and Fyffes announced a corporate philanthropy partnership. The five year partnership funds UNICEF's work in Mozambique combating the spread of malaria amongst orphaned and other vulnerable children. Spread over five years Fyffes funding will help prevent the spread of malaria amongst orphaned and other vulnerable children in Mozambique through the distribution of mosquito nets and the support of health facilities and community projects.

Topaz

In January 2009, Topaz and UNICEF launched an exciting new campaign which hopes to raise up to one million euro for water programmes worldwide. Customers will be able to add 2 cents to their bill every time they make a purchase at 106 Topaz company owned stores around Ireland.

Hostelworld.com

Hostelworld.com provides on-line confirmed bookings for hostels, budget accommodation centres and package tours, as well as comprehensive content such as city and country guides. Since 2004, Hostel World has been raising funds for UNICEF. Every time a booking is made through www.hostelworld.com a portion of the proceeds are given to UNICEF.

Pampers 1 Pack = 1 Life-Saving Vaccine

Launched, in 2006, the '1 Pack = 1 Vaccine' campaign has provided funding for 200 million tetanus vaccines to UNICEF, giving the 'Gift of Life' to millions of mothers and babies around the world. Pampers is committed to supporting UNICEF in its work to raise a further 100 million vaccines this year to help eliminate this deadly disease. During October, November and December 2009, for every Pampers product purchased with the '1 Pack = 1 Life-Saving Vaccine' logo, Pampers will provide UNICEF with the funding for one life-saving tetanus vaccine to help protect a mother and baby in need.

IKEA

With the opening of the IKEA store in Dublin last year, 2009 saw the inaugural year of the global IKEA Soft Toys Campaign in Ireland. Between 1 November and 24 December 2009, the IKEA Social Initiative donated one euro for every soft toy sold in IKEA Dublin to UNICEF Ireland. This was the first year the campaign ran in Ireland - globally, the campaign has been running since 2003. This year sales reached a record high and donations exceeded all expectations and €7 million was raised to provide children with a quality education.

UNICEF Ireland Advocacy 2009

Promoting Child Survival through Water, Sanitation and Hygiene

A one-day conference in Dublin hosted jointly by The Irish Forum for Global Health and UNICEF Ireland included speakers from the Ministry of Health in Tanzania, UNICEF and the London School of Hygiene and Tropical Medicine, Royal College of Surgeons in Ireland and WaterAid.

UNCRC@20

Teenagers from the Children and Young People's Forum of the Office of the Minister for Children and Youth Affairs, The Base in Ballyfermot and Lucan CBS – Colaiste Phadraig joined other school children from Dublin in Government Buildings to celebrate the 20th anniversary of the UN Convention on the Rights of the Child. As well as representing Ireland's children when signing the Irish State's birthday card to the UN in Geneva, the teenagers had the opportunity to question the Minister for Children and Youth Affairs, Barry Andrews TD; Jillian van Turnhout, Chief Executive of the Children's Rights Alliance; and Melanie Verwoerd, Executive Director of UNICEF Ireland, on progress to date in implementing the UN Convention in Ireland and globally.

Youth Forum on Climate Change

Chloe Horne, Iseult Gillespie, Adam Pettigrew and Fergal Stamp all took part in UNICEF's youth forum 2009. Leading up to the international forum in Copenhagen their activities included campaigning at the Bloom garden festival, Cool Earth Exhibition in Dun Laoghaire, a film workshop and a field visit to Ireland's first Eco-Village. In December, the Irish Youth Forum travelled to Copenhagen to take part in the International Children's Climate Forum. The forum gave children from both developing and industrialised countries a voice in the global climate change debate and a chance to influence the important agreement to be decided at COP15. It was a unique opportunity for children from both industrialised and "at-risk" countries to meet face-to-face and discuss the impact of climate change on children, and how children can take part in both local and global efforts to adapt to, and fight climate change.

Other Advocacy Highlights in 2009

- Continued to develop the Child Friendly Asylum Process initiative with the Irish Refugee Council (IRC), which involves improving child friendly materials explaining the single protection procedure (a new procedure under the Immigration, Residence and Protection bill 2007)
- Presented a 'Children and Conflict' lecture to the UN Training School for the Irish Defence Forces in the Curragh, Co Kildare with Brenda Gallagher – a protection officer with UNICEF Cote d'Ivoire who provided recent case studies
- Continued active participation in the National Female Genital Mutilation (FGM) Coalition
- Working with the Dublin Institute of Technology (DIT) to develop a Children's Rights syllabus for journalism courses
- Completed the general measures of implementation assessment of the Irish Government's implementation of the UNCRC, which is a comparative analysis of European states



Fiann Ó Nualláin begins the construction of the 'great escape' with UNICEF Ireland's youth representatives. This was a land art installation, designed for UNICEF by Fiann Ó Nualláin for Bloom 2009. It was an opportunity for young people living in Ireland to learn about horticulture whilst engaging with and campaigning on the issue of climate change and its crippling effect on development. "The great escape" was created to generate debate about climate change and biodiversity loss. The garden provides experience and education to an Irish youth delegation that visited Copenhagen in November to deliver a conference paper to the United Nations on climate change. UNICEF's youth representatives worked closely with Fiann in the construction and exhibition of the garden. They also engaged with visitors to Bloom, during the weekend informing them of their work and further campaigning on the issue of climate change.



Teenagers from the Children and Young People's Forum (CYPF) of the Office of the Minister for Children and Youth Affairs (OMCYA) and The Base in Ballyfermot, joined other schoolchildren from Dublin in Government Buildings in November 2009 to celebrate the 20th anniversary of the UN Convention on the Rights of the Child. As well as representing Ireland's children when signing the Irish State's birthday card to the UN in Geneva, the teenagers questioned the Minister for Children and Youth Affairs, Barry Andrews TD; Jillian van Turnhout, Chief Executive of the Children's Rights Alliance; and Melanie Verwoerd, Executive Director of UNICEF Ireland, on progress in implementing the UN Convention in Ireland and globally.

DIRECTORS' REPORT & FINANCIAL STATEMENTS

YEAR ENDED 31ST DECEMBER 2009

CONTENTS	PAGE
DIRECTORS AND OTHER INFORMATION	23
DIRECTORS' REPORT	24
STATEMENT OF DIRECTORS' RESPONSIBILITIES	26
INDEPENDENT AUDITORS' REPORT	27
INCOME AND EXPENDITURE ACCOUNT	29
BALANCE SHEET	30
CASH FLOW STATEMENT	31
STATEMENT OF ACCOUNTING POLICIES	32
NOTES FORMING PART OF THE FINANCIAL STATEMENT	33

UNICEF Ireland
Directors and other information

DIRECTORS	Paul Connolly (Chair) (appointed March 13 2009) Alma Carroll Ryan (Vice-Chair) P J Mara (appointed on May 14 2010) Aislinn O'Farrell (resigned on April 14 2010)
EXECUTIVE DIRECTOR	Melanie Verwoerd
COMPANY SECRETARY	Melanie Verwoerd
COMMITTEE MEMBERS	Paul Connolly (Chair) Alma Carroll Ryan (Vice-Chair) Orlaith Blaney Ivor Fitzpatrick P J Mara (appointed on June 17 2009) Brian McCormick Una Molony Michael Kearney (resigned on April 21 2010)
AMBASSADORS	Pierce Brosnan Gabriel Byrne Cathy Kelly Donncha O Callaghan Stephen Rea Ryan Tubridy Dustin the Turkey
AUDITORS	Gilbride & Co. Chartered Accountants Unit 8A Sandyford Business Centre Sandyford Dublin 18
BANKERS	Allied Irish Banks plc 40/41 Westmoreland Street Dublin 2
REGISTERED OFFICE	33 Lower Ormond Quay Dublin 1
COMPANY NO	371124
CHY NO	5616
SOLICITORS	McCann Fitzgerald Riverside One Sir John Rogerson's Quay Dublin 2

The directors submit their annual report together with the audited financial statements of the company for the year ended 31 December 2009.

1. PRINCIPAL ACTIVITIES AND BUSINESS REVIEW

UNICEF Ireland is limited by guarantee. Its principal activity is to provide assistance to and works for long term improvement in the lives of children living in the world's poorest countries by supporting UNICEF programmes aimed primarily at protecting children through immunisation, education, nutrition, health and the long term eradication of poverty as well as emergency relief.

2. RESULTS FOR THE YEAR AND STATE OF AFFAIRS AS AT 31 DECEMBER 2008

The income and expenditure account and balance sheet are set out on pages 29 to 37.

The surplus for the financial year amounted to €2,925,217 (2008: €3,596,963).

The surplus was accounted for as follows:

	2009 €	2008 €
Surplus for financial year	2,925,217	3,596,963
Transferred to UNICEF	<u>(2,925,217)</u>	<u>(3,575,428)</u>
Transferred to reserves	-	21,535
Opening reserves	121,535	100,000
Closing reserves	<u>121,535</u>	<u>121,535</u>

3. DIRECTORS

In accordance with the Articles of Association, at the annual general meeting of the company, P J Mara and Paul Connolly retire and are seeking re-election. The directors at the date of this report are stated on page 23 and unless otherwise stated have been in office for the full year. Aislinn O'Farrell retired on the 14th April 2010.

4. IMPORTANT EVENTS SINCE THE YEAR END

There have been no significant events since the year-end.

5. ACCOUNTING RECORDS

The directors acknowledge their responsibility under section 202 of the companies Act 1990 to keep proper books and records for the company. To this end we employ a full-time accountant.

Our books and records are kept at: 33 Lower Ormond Quay, Dublin 1.

6. FUTURE DEVELOPMENTS IN THE BUSINESS

The principal activity of UNICEF will remain as a charity with a view to providing assistance to and works for long term improvement in the lives of children living in the world's poorest countries by supporting UNICEF programmes aimed primarily at protecting children through immunisation, education, nutrition, health and the long term eradication of poverty as well as emergency relief.

7. HEALTH & SAFETY AT WORK

It is the responsibility of the company to ensure the health and welfare of its employees by maintaining a safe place and system of work. This policy is based on the requirements of employment legislation, including the Safety, Health and Welfare at Work Act, 1989.

8. KEY RISK FACTORS

There are a number of factors which may materially adversely affect our ability to achieve our objectives, in particular,

The company is dependent on voluntary donations.

9. AUDITORS

In accordance with Section 160 (2) of the companies Act, 1963, the auditors, Gilbride & Co. Chartered Accountants, will continue in office.

10. GOING CONCERN

After making enquiries, the Directors have a reasonable expectation that the company has adequate resources to continue in operational existence for the foreseeable future. For this reason, they continue to adopt the going concern basis in preparing the financial statements.

Approved on: 14 May 2010

Paul Connolly - Chairman
P J Mara - Director

UNICEF Ireland Statement of Directors' Responsibilities

Company law requires the directors to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the company and of the results for that period. In preparing those financial statements the directors are required to:

- select suitable accounting policies and apply them consistently;
- make judgements and estimates that are reasonable and prudent, and
- comply with applicable accounting standards, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on a going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the company and which enables them to ensure that the financial statements comply with the Companies Acts, 1963 to 2009. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Approved on: 14 May 2010

Paul Connolly
P J Mara - Chairman
- Director

UNICEF Ireland Independent Auditors' Report to the Members of Unicef

We have audited the financial statements on pages 29 to 37 which comprise: Income & Expenditure account, Balance sheet, cashflow statement and related notes. These statements have been prepared under the historical cost convention (as modified by the revaluation of certain fixed assets) and the accounting policies set out on page 32.

This report is made solely to the company's members, as a body, in accordance with section 193 of the Companies Act, 1990. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

RESPECTIVE RESPONSIBILITIES OF DIRECTORS AND AUDITORS

As described in the statement of directors' responsibilities on page 26, the company's directors are responsible for the preparation of the financial statements in accordance with applicable Irish law and accounting standards. Our responsibilities, as independent auditors, are established in Ireland by statute, by the Auditing Practices Board, by our profession's ethical guidance and International Standards on Auditing (UK and Ireland).

We report to you our opinion as to whether the financial statements give a true and fair view and are properly prepared in accordance with the Companies Acts, 1963 to 2009. We state whether we have obtained all the information and explanations we considered necessary for the purpose of our audit and whether the financial statements are in agreement with the books of account.

We also report to you our opinion as to:

- Whether proper books of account have been kept by the company;
- Whether the information given in the directors' report is consistent with the financial statements.

We also report to you, if in our opinion, any information specified by law regarding directors' remuneration and transactions with the company is not given, and where practicable, include such information in our report.

We read the directors' report and consider the implications for our report if we become aware of any apparent misstatements or material inconsistencies with the financial statements.

BASIS OF OPINION

We conducted our audit in accordance with International Standards on Auditing (UK and Ireland) issued by the Auditing Practices Board. An audit includes an examination on a test basis, of evidence relevant to the amounts and disclosure in the financial statements. It also includes an assessment of the significant estimates and judgements made by the directors in the preparation of the financial statements, and of whether the accounting policies are appropriate to the company's circumstances, consistently applied and adequately disclosed.

We planned and performed our audit so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance as to whether the financial statements are free from material misstatement, whether caused by fraud or other irregularity or error.

In forming our opinion we also evaluated the overall adequacy of the presentation of information in the financial statements.

OPINION

In our opinion the financial statements give a true and fair view of the state of the company's affairs at 31 December 2009 and of its results for the year then ended and have been properly prepared in accordance with the Companies Acts, 1963 to 2009.

We have obtained all the information and explanations we considered necessary for the purposes of our audit. In our opinion proper books of account have been kept by the company. The financial statements are in agreement with the books of account.

In our opinion the information given in the directors' report on pages 24 to 26 is consistent with the financial statements.

Gilbride & Co
Chartered Accountants
Registered Auditors

Dated: 14 May 2010

Unit 8A
Sandyford Business Centre
Sandyford, Dublin 18

	NOTES	2009 €	2008 €
Incoming Resources			
<i>Incoming Resources from Charitable Activities</i>			
Voluntary Income	2	4,500,585	5,223,073
<i>Other Incoming Resources</i>			
Deposit Income	7	52,645	69,083
Total Incoming Resources		<u>4,553,230</u>	<u>5,292,156</u>
Resources Expended			
Cost of Generating Funds	3	(1,341,356)	(1,383,447)
Management & Administration	3	(286,657)	(311,746)
Total Resources Expended		<u>(1,628,013)</u>	<u>(1,695,193)</u>
Surplus for the financial year		<u>2,925,217</u>	<u>3,596,963</u>
Transferred to UNICEF		2,925,217	3,575,428
Transfer to / (from) reserves		-	21,535
Reserves at beginning of year		121,535	100,000
Reserves at end of year		<u>121,535</u>	<u>121,535</u>

Irish Government Contribution to UNICEF

In 2009 the Irish Government contributed US\$14.931 million (€10.788 million) direct to UNICEF. As the donation goes direct to UNICEF it does not appear in these financial statements.

There are no recognised gains or losses in the financial period other than the income attributable to the company.

All activities of the Company are classed as continuing.

The notes on pages 33 to 37 form an integral part of the profit and loss account and balance sheet.

Approved on: 14 May 2010

Paul Connolly - Chairman
P J Mara - Director

UNICEF Ireland
Balance sheet as at 31 December 2009

	NOTE	2009 €	2008 €
FIXED ASSETS			
Tangible assets	8	<u>8,453</u>	<u>7,975</u>
CURRENT ASSETS			
Debtors	9	60,851	25,356
Bank deposits		636,814	527,786
Cash at bank		<u>169,846</u>	<u>396,865</u>
		867,511	950,007
CREDITORS: amounts falling due within one year	10	(310,815)	(249,781)
Due to UNICEF	12	<u>(443,614)</u>	<u>(586,666)</u>
NET CURRENT ASSETS		<u>113,082</u>	<u>113,560</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>121,535</u>	<u>121,535</u>
RESERVES	13	<u>121,535</u>	<u>121,535</u>

The notes on pages 32 to 37 form an integral part of this Balance Sheet.

Approved on: 14 May 2010

Paul Connolly - Chairman
P J Mara - Director

UNICEF IRELAND
Cashflow Statement for the year ended 31 December 2009

Reconciliation of operating surplus to net cash inflow from operating activities.

	2009 €	2008 €
Operating Surplus	2,872,572	3,527,880
Depreciation charges	5,617	6,384
Decrease/(Increase) in debtors	(35,495)	93,522
(Decrease)/Increase in creditors	<u>61,034</u>	<u>132,579</u>
Net Cash Flow from Operating Activities	<u>2,903,728</u>	<u>3,760,365</u>

CASH FLOW STATEMENT

	2009 €	2008 €
Net cash inflow from operating activities	2,903,728	3,760,365
Deposit Income (Note 7)	52,645	69,083
Taxation	-	-
Capital Expenditure (Note 8)	(6,095)	(6,169)
Management of liquid resources (Note 12)	<u>(3,068,269)</u>	<u>(3,282,814)</u>
Increase/(decrease) in cash in period	<u>(117,991)</u>	<u>540,465</u>

Reconciliation of net cash flow to movement in net cash (Note 14)

	2009 €	2008 €
Increase/(Decrease) in cash in the period	(117,991)	540,465
Net cash at beginning of year	<u>924,651</u>	<u>384,186</u>
Net cash at end of year	<u>806,660</u>	<u>924,651</u>

Approved on: 14 May 2010

Paul Connolly - Chairman
P J Mara - Director

BASIS OF ACCOUNTING

The financial statements are prepared in accordance with generally accepted accounting principles under the historical cost convention, and comply with financial reporting standards of the Accounting Standards Board, as promulgated by the Institute of Chartered Accountants in Ireland.

INCOME

Income comprises sponsorship money, donations, grants and greeting card sales. Where the sponsorship money is in respect of a specific project then any such costs are offset by or revenues transferred to the relevant fund until such time as the principal event takes place and can be accounted for and reported fully.

Donations are counted as income on their receipt into the organisation.
Greeting cards consist of money received and any sales invoiced on deliveries by the year end.

TANGIBLE FIXED ASSETS

Depreciation is provided on a straight line basis over its expected useful life as follows:

Fixtures and fittings	10% per annum
Computer equipment	33.33% per annum

TAXATION

No liability to corporation tax arises as the company is registered for charitable purposes.

GOVERNMENT GRANTS

Grants relating to categories of revenue expenditure are credited to profit and loss account in the period in which the expenditure to which they relate is charged.

Grants relating to capital expenditure are capitalised and reported as deferred income and amortised over the expected useful lives of the assets concerned. The balance of unamortised grants is included under creditors.

1 COMPANY LIMITED BY GUARANTEE

UNICEF Ireland is a company limited by guarantee as defined by S5(2) of the Companies Acts 1963. The liability of the members is limited. The company is registered as a charity. Every member of the Enterprise has undertaken to contribute an amount not exceeding €1 to the assets of the company in the event of it being wound up while he/she is a member or within one year thereafter. Any surplus arising from a winding up shall be given or transferred to UNICEF New York.

2 INCOME

The analysis of turnover by activity and geographical area is as follows:

	2009 €	2008 €
Activity:		
Special events	129,498	235,622
Donations	4,294,206	4,909,398
Grants	-	-
Greeting card sales	<u>76,881</u>	<u>78,053</u>
Geographical area:		
Republic of Ireland	<u>4,500,585</u>	<u>5,223,073</u>

3 OTHER OPERATING EXPENSES (NET)

	2009 €	2008 €
Cost of generating funds	1,341,356	1,383,447
Management & administration expenses	<u>286,657</u>	<u>311,746</u>
	<u>1,628,013</u>	<u>1,695,193</u>

4 SURPLUS ON ACTIVITIES

Stated after charging/(crediting):

	2009 €	2008 €
Stated after charging/(crediting):		
Depreciation	5,617	6,385
Operating Lease Rentals	91,338	81,200
Auditors' remuneration	<u>4,736</u>	<u>4,736</u>

UNICEF Ireland
Notes on the Financial Statements for the year ended 31 December 2009

5 EMPLOYEES

The average weekly number of employees during the year was 15 (2008: 11)

The aggregate payroll costs of these employees were as follows

	2009	2008
	€	€
Wages and salaries	676,151	654,347
Social welfare costs	<u>73,099</u>	<u>67,000</u>
	<u>749,250</u>	<u>721,347</u>

6 TAXATION

No charge to taxation arises as the company is regarded as established for charitable purposes within the meaning of the Income Tax Act, 1967 and Corporation Tax Act, 1967, as consolidated into the Taxes Consolidation Act 1997.

7 INTEREST RECEIVED

	2009	2008
	€	€
Deposit interest	<u>52,645</u>	<u>69,083</u>

UNICEF IRELAND
Notes on the Financial Statements for the year ended 31 December 2009

8 TANGIBLE FIXED ASSETS

The movements for the year were as follows:

	Fixtures & Fittings	Computer Equipment	Total
	€	€	€
COST			
1 January 2009	33,045	102,257	135,302
Additions	<u>3,954</u>	<u>2,141</u>	<u>6,095</u>
31 December 2009	<u>36,999</u>	<u>104,398</u>	<u>141,397</u>
DEPRECIATION			
1 January 2009	30,879	96,448	127,327
Charge for year	<u>1,001</u>	<u>4,616</u>	<u>5,617</u>
31 December 2009	<u>31,880</u>	<u>101,064</u>	<u>132,944</u>
NBV			
31/12/2008	<u>2,166</u>	<u>5,809</u>	<u>7,975</u>
31/12/2009	<u>5,119</u>	<u>3,334</u>	<u>8,453</u>
9 DEBTORS			
		2009	2008
		€	€
Trade Debtors		56,740	13,417
Prepayments		<u>4,111</u>	<u>11,939</u>
		<u>60,851</u>	<u>25,356</u>

10 CREDITORS: amounts falling due within one year

	2009	2008
	€	€
Trade creditors	50,132	157,513
PAYE / PRSI	16,354	26,535
Accruals and deferred income	<u>244,329</u>	<u>65,733</u>
	<u>310,815</u>	<u>249,781</u>

11 LEASE COMMITMENTS

UNICEF Ireland has a nine-year lease at an annual rent of €90,000

12 DUE TO UNICEF

	2009	2008
	€	€
Balance owed at start of year	586,666	294,052
Surplus for the financial year	2,925,217	3,596,963
Transfer from / (to) reserves	-	(21,535)
Less funds remitted to UNICEF	<u>(3,068,269)</u>	<u>(3,282,814)</u>
Balance owed at end of year	<u>443,614</u>	<u>586,666</u>

13 SURPLUS FROM OPERATIONS AND MOVEMENT ON RESERVES

	2009	2008
	€	€
Surplus from operations	2,925,217	3,596,963
Transferred to UNICEF	<u>(2,925,217)</u>	<u>(3,575,428)</u>
Transfer to reserves	-	21,535
Reserves at beginning of year	<u>121,535</u>	<u>100,000</u>
Reserves at end of year	<u>121,535</u>	<u>121,535</u>

14 ANALYSIS OF CHANGES IN NET CASH DEPOSITS

	At 1 Jan 2009	Cash flows	At 31 Dec 2009
	€	€	€
Cash in hand, at bank	<u>924,651</u>	<u>(117,991)</u>	<u>806,660</u>
	<u>924,651</u>	<u>(117,991)</u>	<u>806,660</u>

15 COMMITMENTS AND CONTINGENCIES

The company had no capital commitments at 31 December 2009. (2008: Nil)

16 IRISH GOVERNMENT CONTRIBUTION TO UNICEF IN NEW YORK

UNICEF Ireland has again been instrumental in securing a contribution from the Irish Government of US\$14.931 million (€10.788 million) compared with the year to December 2008 of US\$33.761 million (€24.259 million). As the Government donation is made directly to UNICEF in New York, it is therefore not reflected in these financial statements.

17 APPROVAL OF FINANCIAL STATEMENTS

The directors approved the financial statements on 14 May 2010

The financial statements were authorised for issue on 14 May 2010

