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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.

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UNICEF Ireland Annual Report 2014

## UNICEF Ireland Annual Report 2014

Supporting Children Everywhere



unite for  
children





# About

UNICEF/Ireland2014/Condren

UNICEF promotes the rights and wellbeing of every child, in everything we do. Together with our partners, we work in 190 countries and territories to translate that commitment into practical action, focusing special effort on reaching the most vulnerable and excluded children, to the benefit of all children, everywhere. UNICEF is funded entirely by the voluntary contributions of individuals, businesses, foundations and governments. For more information about UNICEF and its work visit: [www.unicef.ie](http://www.unicef.ie)

## Chairman's Report

Paul Connolly,  
Chairman



In 2014, we again witnessed UNICEF's unique ability to drive real and lasting change for millions of children throughout the world. As a global organisation, the scale and efficiency of UNICEF's work is clear. We have offices in more than 190 countries, which means UNICEF is always on the front lines of humanitarian crises and development action for children. We work with governments and partners to ensure that our interventions are sustainable and holistic, encompassing all that children need.

2014 was a difficult year for children across the world. Natural disasters, interminable violent conflicts and new global threats such as Ebola threaten to reverse the positive progress UNICEF has made. In the face of these growing and inter-connected challenges, UNICEF Ireland donors have responded generously, raising much needed funds for the world's most vulnerable children.

Though the challenges remain considerable, we should never lose sight of our substantial progress. Since 1990, 90 million children's lives have been saved thanks to a united global effort to help every child survive and thrive. In the coming years, we want to increase our support for children in need around the world. To achieve this goal, UNICEF places a renewed strategic focus on our pledge donation program which allows Irish citizens to contribute a small amount each month. This allows us to target our resources toward the children in the greatest need.

As an organisation, UNICEF Ireland is committed to good governance and sound financial oversight. In this regard, I wish to recognise the contributions made by the members of the Board of Directors of UNICEF Ireland who give freely of their time and expertise. As a member of Dóchas, the umbrella body for international humanitarian agencies, UNICEF Ireland is committed to adhering to the Dóchas Code of Conduct for Corporate Governance. Furthermore, we welcome the appointment of Ireland's first Charity Regulator and are committed to the highest standards of transparency and accountability.

Our work is also made possible thanks to the generosity of our corporate partners, including Aer Lingus, Fyffes, P&G and IKEA. Our partnership with the Cathal Ryan Trust continues to positively change the lives of young people in South Africa. It is thanks to our individual donors that UNICEF continues to thrive. Our supporters are people, the length and breadth of the country who generously donate to our work each month, and often dig a little deeper in times of emergency too.

I would also like to acknowledge the great work that our Ambassadors and high-profile supporters do to raise awareness of UNICEF's mission, be it in Ireland and on field visits. The UNICEF Ireland team, led by Executive Director Peter Power, is working to create a world in which no child is left behind. With your help, we can achieve that goal.

Together, we will build a world fit for children.

Paul Connolly, Chairman





UNICEF/NYHQ2014

Together, we will  
build a world  
fit for children.

## Executive Director's Report

Peter Power,  
Executive Director



2014 was a challenging year for children throughout the world. Worsening conflicts around the world saw children exposed to extreme violence and its consequences. The bitter conflict in Syria entered its fifth year with more than 14 million children requiring humanitarian assistance. 2 million children have fled their homes and are living as refugees in neighbouring countries. 5.6 million children inside Syria remain internally displaced and living within the lines of fire. In Gaza, 54,000 children were left homeless as a result of the 50-day conflict during summer 2014 that also saw 538 children killed, and more than 3,370 injured. In South Sudan, an estimated 235,000 children under five are suffering from severe acute malnutrition. Almost 750,000 children have also been displaced and more than 320,000 are living as refugees.

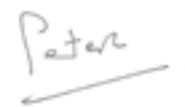
2014 posed significant new threats to children's health and well-being, most notably the Ebola outbreak in Guinea, Liberia, and Sierra Leone, which has left thousands of children orphaned and an estimated 5 million out of school. Despite the tremendous challenges children have faced in 2014, there is still hope. In the face of access restrictions, insecurity, and funding challenges, UNICEF has worked to provide life-saving assistance and other critical services like education and emotional support to help children growing up in some of the most dangerous places in the world.

2014 also marked the 25th anniversary of the Convention on the Rights of the Child and with it several important advancements for children. In South Sudan, UNICEF has secured the release of more than 3,000 child soldiers. Almost 68 million doses of the oral polio vaccine were delivered to countries in the Middle East to stem a polio outbreak in Iraq and Syria. In Central African Republic, a campaign is under way to get 662,000 children back to school as the security situation permits.

The Irish Government continued to build on Ireland's long-standing reputation as a leader in international development and humanitarian assistance through Irish Aid. Minister for Foreign Affairs Charlie Flanagan and Minister of State Seán Sherlock have steadfastly advocated on behalf of children in need of humanitarian assistance, be it in the face of global epidemics such as Ebola, the ongoing violence in Syria and Gaza or silent emergencies such as hunger and disease. The Government's contribution of US \$27.6 million to UNICEF will make an enormous difference to the lives of vulnerable children.

I would like to thank the Board of Directors for their voluntary commitment to UNICEF and their strong adherence to the highest standards of governance. In 2014, I, together with UNICEF's Goodwill Ambassadors Cathy Kelly & Donncha O'Callaghan, have had the privilege of meeting many children helped by UNICEF's ongoing work. Their extraordinary resilience continues to inspire me and all the team at UNICEF Ireland. We will never give up trying to create a better future for their children – no matter what challenges they may face. UNICEF will not stop until every child, no matter how hard to reach, has a fair start at life and the opportunity to fulfil their potential.

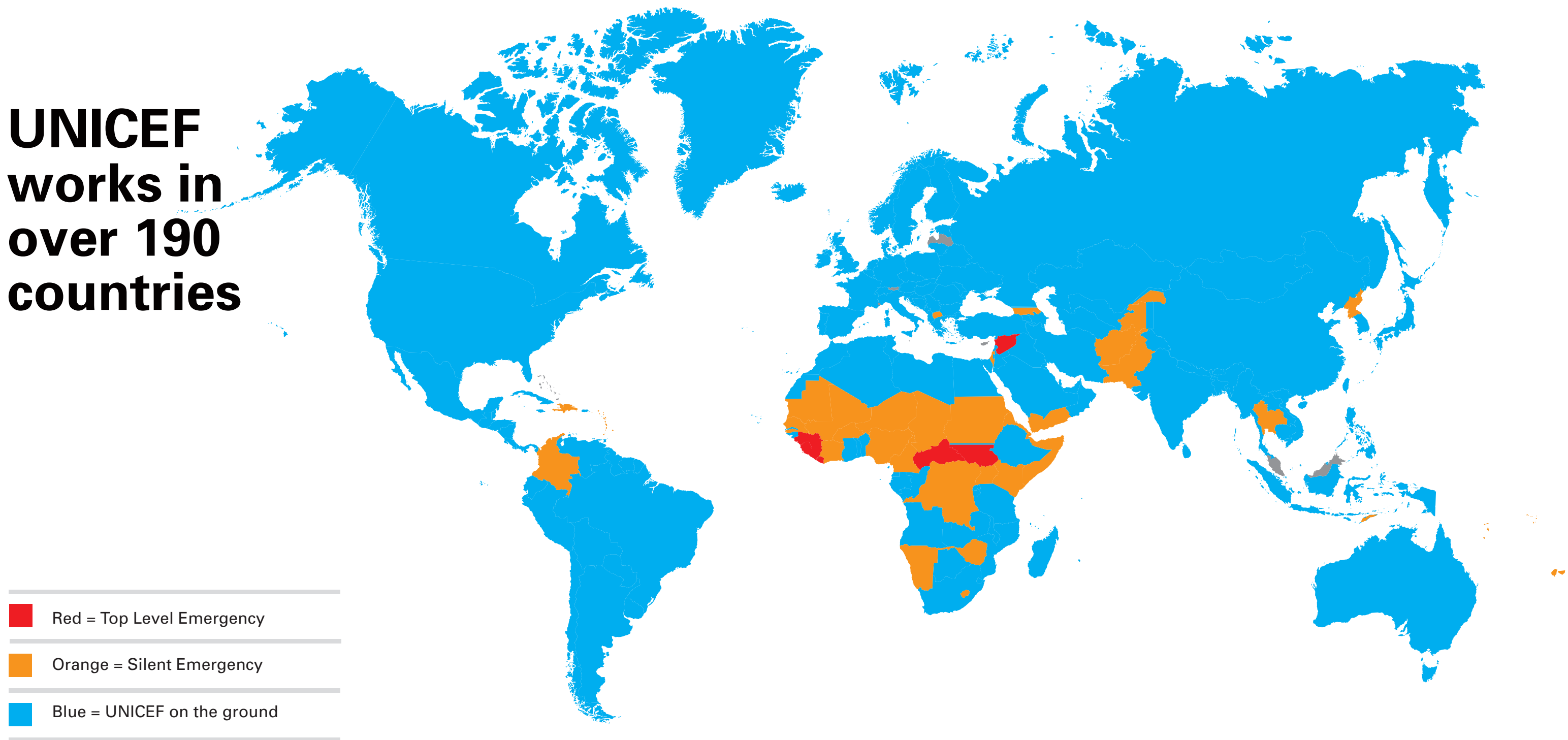
Thank you for joining with us.



Peter Power, Executive Director

# World Map

**UNICEF works in over 190 countries**



This map is stylized and not to scale. It does not reflect a position by UNICEF on the legal status of any country or area or the delimitation of any frontiers.





Working in over 190 countries across the world, UNICEF is committed to finding the best and most cost-effective ways to save children's lives, providing health care, nutrition and education to help every child realise their full potential.



# Syria

The biggest humanitarian crisis since World War Two.

## Syria

### Humanitarian Needs



**5.6 Million** children are in need of humanitarian assistance inside Syria



**2 Million** child refugees have fled their homes to live in refugee camps in Jordan, Lebanon and Turkey



**2.6 Million** children are out of school



This is the biggest humanitarian crisis since World War 2



The conflict has entered its fifth year

**1 IN 4 PEOPLE**

living in Lebanon is a Syrian refugee



**14,000,000**

14 million children are in need of humanitarian assistance

### UNICEF's Response

**4.2 Million Children** have access to education opportunities



**16.5 Million**

UNICEF provided enough water treatment supplies to treat water for 16.5 million people in Syria

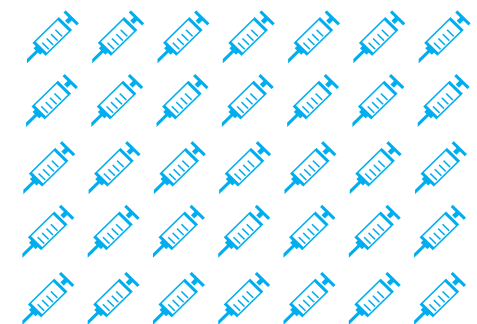
**1.2 Million**

children have received psycho-social support



**2 Million**

UNICEF has provided over 2 million children with essential education materials for the 2014/15 school year



**26 Million**

children were vaccinated against polio in 2014



**6.5 Million**

doses of Vitamin A were provided by UNICEF. Additionally 128,000 children under 5 were provided with multi-micronutrient supplementation



To respond to the **4.8 MILLION PEOPLE** estimated to be living in hard to reach areas in Syria,

UNICEF has scaled up its cross-line and cross border assistance which reached over 1 million beneficiaries in 2014



## Children in Emergencies

UNICEF/Ireland2014/Condren

**Today, in Syria and the surrounding countries, more than 14 million children are in desperate need of humanitarian support. As the brutal conflict enters its fifth year, the situation for more than 5.6 million children inside Syria remains the most desperate.**

2 million children who are living in besieged and hard to reach areas, largely cut off from humanitarian assistance due to the ongoing fighting. The scale of the crisis is unprecedented; the total number of Syrian children in need of assistance is 15 times what it was in 2012. 2 million children have been forced to flee their homes and now live in refugee camps, most of them in Lebanon, Turkey and Jordan. 2.6 million children are out of school missing out not only on their education but the prospect of a better future.

Since the fighting began four years ago, and in spite of the enormous security challenges posed by a conflict of such scale and brutality, UNICEF has been delivering clean water, sanitation, education, medical care, immunisation services and psychosocial care to millions of children and their families.

Despite the upheaval caused by the conflict, children continue to demonstrate incredible courage and determination. In 2015, UNICEF has renewed its commitment to the survival and protection of children, particularly those most in need. Thanks to the generosity of our supporters, UNICEF is working to ensure that the rights and wellbeing of every single child are protected.



**2.6 million**  
children are out of school  
and are missing out  
on education



**2 million**  
children have been  
forced to flee  
their homes



**15 times more**  
children require  
assistance than  
the year 2012





UNICEF/Ireland2015/Lazarov

## As the father of three little girls, the situation in Lebanon is heart-breaking

UNICEF Ireland Goodwill Ambassador, Donncha O'Callaghan reports on the latest humanitarian situation for children who have fled the conflict in Syria.

In March 2015, I travelled to Lebanon's Bekka valley where I witnessed at first hand the inhumane conditions in which children and their families are forced to live. I met some of the 14 million children in need of humanitarian support. The statistics, though devastating, don't tell the full story. Back home in Cork, it's the children's stories that I can't get out of my head. I met families who've experienced unimaginable horror, forced to flee with nothing but the clothes on their backs. I met children who have seen things no child should ever see. For the youngest children, this crisis is all they have

ever known. Over 100,000 babies have been born as refugees, living in tents and exposed to the harsh winter weather.

On my first morning in the refugee camp, I meet 21-day-old baby Amira in a mobile medical tent run by UNICEF. One day each month, Dr Ali Hayek sees up to 120 children providing vaccinations, nutritional support and basic medical care. Thanks to the generosity of the Irish people, UNICEF has funded 21 mobile medical units, providing free primary healthcare to refugees.

## Across the region, 2.6 million children are out of school

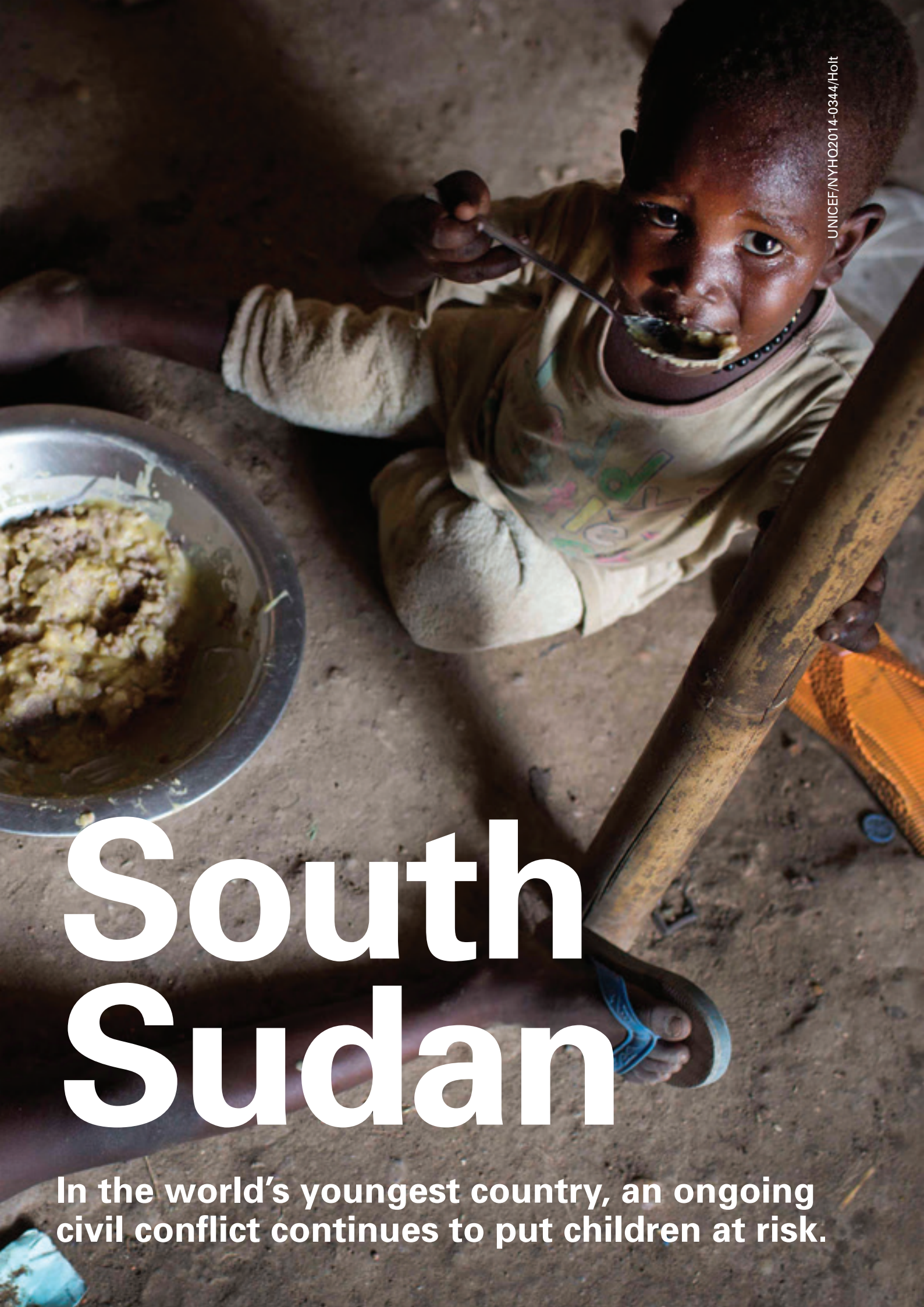
That afternoon, I visited a non-formal education centre where 350 children have the opportunity to learn and be with their new friends in a safe space. I wandered into one impromptu classroom, a drafty tent with children's drawings stuck to the tarpaulin walls. The children were singing and shrieking with joy, playing blind man's buff. I was reminded, yet again, how remarkably resilient children are.

Working with UNICEF, I can't help but think of my own children. Like every parent, I would do anything for my kids. I only want what's best for them. When my daughter comes home from pre-school chattering about the planets or whatever it is she's been learning about that day, I can't help but think of the children I've met (some as old as 7) who've never been to school. Across the region, 2.6 million children are out of school. When Syria's bitter war comes to an end,

this generation of children will need to rebuild a broken nation. UNICEF is committed to providing these children with the skills they'll need to provide a more stable future for the region. As the Syrian conflict enters its fifth year, the sheer scale of UNICEF's humanitarian response, and the amount of money required each day to finance it, is breathtaking. Across the region, 14 million children are in need of humanitarian assistance. That's three and a half times the population of Ireland.

Irish people are very generous. As a nation, we've been through hard times ourselves. Thanks to that generosity, UNICEF are on the ground delivering clean water, sanitation, education, medical care, immunisation services and psychosocial care to millions of children and their families. We need your support to continue this vital work.



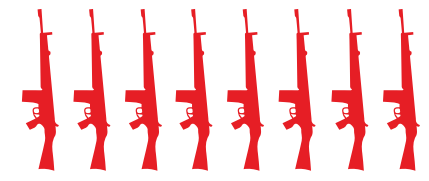


UNICEF/NYHQ2014-0344/Holt

# South Sudan

In the world's youngest country, an ongoing civil conflict continues to put children at risk.

## South Sudan



**1.9 Million**

Since December 2013, armed conflict has displaced 1.9 million people in South Sudan, over half of whom are children

### UNICEF's Response



**0.5 Million**

In 2014, almost half a million people were provided with access to safe, clean drinking water



**482,000**

people were provided safe drinking water

### Humanitarian Needs



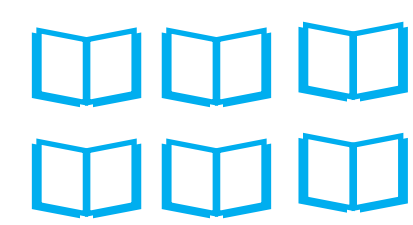
**235,000**

children are suffering from severe acute malnutrition

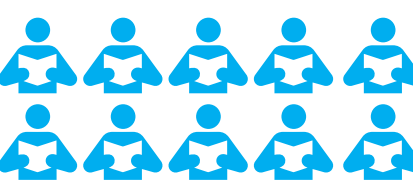


**400,000**

children have left school due to the conflict



School attendance rates are about **50% for boys & 30% for girls**



**4.2**

Million Children have access to education opportunities

80,000 children have been provided with access to education



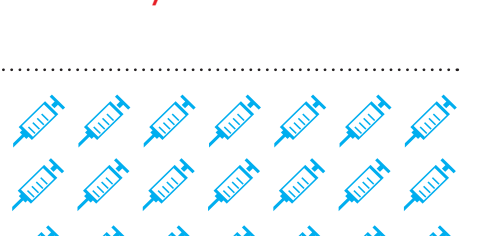
**1.5 Million**

people experiencing emergency levels of food insecurity.



**729,000**

children have been vaccinated against measles



**575,000**

PEOPLE, INCLUDING 121,800 CHILDREN UNDER 5 were provided with nutritional support



**80,000**

children have been provided with access to education



**575,000** PEOPLE, INCLUDING 121,800 CHILDREN UNDER 5 were provided with nutritional support



**Since violence erupted in South Sudan in December 2013, more than one million children have been forced out of their homes.**

### **Malnutrition rates among children have more than doubled.**

1.5 million people are in emergency levels of food insecurity and that number is expected to rise to 2.5 million in 2015. More than 230,000 children are suffering from severe acute malnutrition. In response, UNICEF has scaled up its nutrition programme to care for malnourished children, many thousands of whom have benefitted from therapeutic feeding.

More than 400,000 children are out of school and 12,000 have been forced to participate in the conflict as child soldiers. With traditional social structures damaged, children are also increasingly vulnerable to violence, sexual abuse and exploitation.

In January 2015, UNICEF secured the release of 3,000 child soldiers from an armed group in South Sudan – one of the largest ever demobilisations of children. The group, including one girl who was just 9 years old, were released to UNICEF who continue to care for them, providing food, medical care and psychosocial support. UNICEF uses an innovative new technology to trace and reunify children with their families, a daunting task in a country where more than 1 million children have either been displaced internally or have fled to neighbouring countries.

**UNICEF estimates that the cost of supporting each child for two years will be €2,000 per child.**



**Only 9%**  
of the population  
have access to  
sanitation facilities



**3,000**  
child soldiers were  
freed by UNICEF



**3.4 Million**  
children affected by  
the ongoing conflict  
in South Sudan



# Impact Story

UNICEF/NYHQ2015-0203/Rich

// **The bullets were heavy. It was impossible to run. It was hard to use a gun...** //

**16 year old David,**  
from South Sudan

In January 2015, UNICEF secured the release of 3,000 child soldiers. 16 year old David\* was abducted and forced to join an armed group in South Sudan. **This is his story.**

When the words won't come, David, a slim 16-year-old boy, gently drums his fingers on his older brother's knee three times – enough to give him the courage to keep going. His soft voice and bowed head at first disguise the horror he has experienced as one of more than 12,000 children estimated to have been recruited by armed groups in South Sudan since violence erupted over a year ago.

The day that changed David's life started as any other. He said goodbye to his parents and left his home in Unity State to go to school – never knowing he would not return that evening. At school, armed men came and took him away, along with more than 100 of his classmates. When the terrified boys asked why they had been taken, their captors told them that it was their duty to fight and defend their tribe.

David was quickly separated from his classmates and put in a military camp with a group of boys aged 13 to 18 he had never met. He endured three months of brutal military training, where the group was taught how to use weapons and fight. "The worst thing was being woken up at 3 a.m. to train until noon, and only getting food three times a week," explains David.

// **If you didn't know how to use a gun, they beat you. There was no alternative.** //

Although separated from his loved ones, David made friends with some of the other boys who had been taken, and they supported each other through the daily horrors, eventually hatching a plan to escape. But before things could get better, the situation got worse, when the boys were brought to the front line and made to fight. It was more than they could endure. Together, they made the decision to risk their lives and flee at the next chance:

"We were unhappy and decided to go. We left our guns and uniforms behind," David says. Under the guise of collecting firewood as normal, a hundred boys fled the barracks into the bush. Most went north, in the direction of Khartoum, but David and four other boys made their way to the gates of the Protection of Civilians (POC) site at the United Nations base in Bentiu, where tens of thousands of people who have been displaced by the fighting have taken shelter.

**"We need peace"**

Today, David lives with two of the other teenage boys in a tented shelter owned by a family who have been generous enough to take them in. In the three months since the boys came to the site, they have struggled to access food and basic household provisions like blankets, mosquito nets and soap. "It is better now. There are no more beatings. But life is not good here, and we have no freedom."

David worries that his escape from the armed group will lead to retaliation against his parents, who still live outside the POC site. He has not seen them since the day he was taken, but he has heard rumours that their cattle were stolen.

Despite all he has been through, David can still smile. When asked about happier times, his face lights up and he looks like a child again. "Before the fighting, we played football, went to school and watched movies," he says. Still, the reality of the situation for David and thousands of other vulnerable children is stark. "Here there is nothing. We are suffering and we have no school," he says. "We need peace in the country."

\*Name changed



# Our Impact



UNICEF's goal is to reach every child, everywhere, no matter how distant or remote, no matter what barriers stand in the way. Together with our partners, we work in 190 countries and territories to translate that commitment into practical action, focusing special effort on reaching the most vulnerable and excluded children. Though challenges persist, we've made significant progress in advancing children's rights.

## Water is a right, water is life

We have made significant progress in providing safe, clean drinking water. Since 1990, over 2 billion people have gained access to an improved source of drinking water. In Ethiopia, 55 million people now have access to an improved water supply. Due to these improvements, the number of Ethiopian children under five dying from preventable diseases caused by unsafe drinking water has reduced by two-thirds.

**// The world produces enough food to feed every man, woman and child on earth. Hunger & malnutrition therefore are not due to lack of food alone, but are also the consequences of poverty, inequality & misplaced priorities. //**

UNICEF Deputy Executive Director,  
Kul C. Gautam

## Child Survival

About half of the world's population are affected by malnutrition. Globally, 51 million children under 5 years suffer from acute malnutrition, putting them at immediate risk of death. Yet, progress is being made. Overall, vital child survival interventions have saved more than 99 million lives in the past two decades.

## Education: the most powerful investment in our future

Education transforms lives. Education can put people on a path towards good health, empowerment and employment. It can help to build more peaceful societies. And the benefits of girls' education extends to their own children who are often healthier and more educated because their mothers went to school. From 1990 to 2012, 130 million more children were enrolled in primary education.

Our monthly donors share in these achievements. They provide the regular resources that UNICEF needs to save more children's lives. These unrestricted funds mean that UNICEF can choose where the needs are greatest to help the most vulnerable children, children who don't always make the headlines. UNICEF isn't only interested in helping children to survive. We are dedicated to helping every child reach their full potential and empowering every child to take their place in the world.

### In Ireland



457

total number of  
**Survival Gifts**  
purchased



2,192

total number of  
donors who gave  
to Syria in 2014



2,578

total number of  
donors who gave  
to Gaza in 2014



155.00

is the average gift  
in an emergency



39%

increase in  
monthly donors  
in 2014



# Impact Story



(c) UNICEF/CAR/2014/Logan

School is the only place where 7-year-old Valerie feels safe



©UNICEF/ETHA\_201300488/O se

Valerie remembers the day her father was shot by a stray bullet in the street. When she's trying to sleep at home, she has flashbacks to nights filled with the sound of gunfire. She's just 7 years old. It's only in class that she can remember what life was like before violence gripped Central African Republic (CAR). She says that at school, she gets the chance to learn something new.

Children's education has been a casualty of the conflict in CAR. Two years of schooling have been interrupted by violence and insecurity. In January, UNICEF launched an ambitious back to school campaign that will see 662,000 children return to the classroom.

UNICEF is working with teachers, parents and the Government to not just rebuild schools – but to transform them into places where children learn not just how to read and write, but how to live together in peace. We're starting over – rehabilitating schools, supporting catch-up classes to students, training teachers, and distributing materials and equipment like exercise books, pencils and school desks.

The most basic support is essential. When headmistress Madame Gpoili re-opened the doors to her primary school in western Central African Republic, she didn't even have chalk.

“I bought my own chalk to work, as well as some notebooks and pens for the children”

Soon after she re-opened her dusty classrooms, UNICEF distributed school kits to students, with notebooks, pens and pencils, erasers and sharpeners.

Madame Gpoili made an initial exception on school fees for children whose parents couldn't afford to pay. And the headmistress teaches a class full-time because the school doesn't yet have enough teachers. She believes that re-opening her school gave the community faith that peace would return to the city of Berberati, and to the country.

“Our future is our young people. We need them to develop our country. I will do everything I can to make sure they can go to school.”



# Children in Ireland

UNICEF Ireland's 'It's About Us' campaign proves the transformative power of youth. I appreciate your support. You provide the hope that there can be a better, safer & environmentally sustainable world for all children.

UN Secretary General,  
Ban Ki Moon

## 'It's About Us' National Youth Summit

UNICEF/Ireland2013

'It's About Us' is UNICEF Ireland's nationwide campaign to inspire young people about the challenges facing our world. World leaders are currently negotiating a series of Sustainable Development Goals, setting out a roadmap for human progress over the next 15 years. These new global targets will drive investment and action in virtually every country on earth, touching millions of lives. UNICEF is working to place children everywhere at the heart of a new global agenda. In September, more than 150 young people gathered together with the Minister for Children & Youth Affairs Dr James Reilly TD for the 'It's About Us' National Youth Summit.

### Quotes from young people who took part in the day:

• "I am happy to learn that young people during the summit were viewed not as empty bottles to be filled but as candles to be lit." Solomon Nkonde (17)

• "The conference not only made me a better person in knowledge, but also in character. To be able to do things with an attitude, and a positive one indeed. I now attribute equal importance to all the ten thematic areas. Thank you for giving us the platform and the space to fully participate, to enjoy and have fun." Ireen Ng'andu (17)

• "I learned that I can help the world by helping my local community."

• "Individual actions lead to wider change."

• "It's amazing to see the amount of young passionate people who share a common goal of a better world."

• "I learned a lot about trying to make change in the world and youth standing up for themselves."

• "It inspired us to do whatever we can to make a better world. We're all responsible."

The young people also met with Minister for Foreign Affairs Charlie Flanagan TD and

presented him with the Dublin Declaration on Children & Youth which included the young people's recommendations for the government's position on the post-2015 agenda.

We, the young people of Ireland, have gathered in Dublin Castle on Friday, 19 September, at the "It's About Us" National Youth Summit, to affirm our commitment to children's rights and well-being. As active, digital and global citizens, we stress the importance of the inclusion and meaningful participation of children and young people in decision-making.

### Report Card 12:

In October 2014, UNICEF launched Report Card 12 which highlighted the effects of the recession on Ireland's children. The data showed that between 2008 and 2012, families with children lost ten years of income progress. This corresponds to a net increase of more than 130,000 poor children in Ireland. Behind the data, there are stories of real human suffering. Children go to school hungry, live in cold homes and are unable to afford necessities. Child poverty is not inevitable, even in times of recession. UNICEF is advocating for children's rights to be at the centre of government policies to protect vulnerable children from cycles of poverty and deprivation.

### Picture Your Rights:

In 2016, Ireland's record on children's rights is due to be examined by the UN Committee on the Rights of the Child. UNICEF is supporting children and young people to submit a report on their experience of growing up in Ireland directly to the United Nations. In collaboration with the Children's Rights Alliance, UNICEF Ireland's 'Picture Your Rights' campaign invites children and young people to share images of their rights in Ireland.



# Children in Ireland



**UNICEF Ireland Youth Ambassadors host historic meeting with UN Secretary General Ban Ki-Moon**



## Ireland's youngest citizens advocate for children's rights to be placed at the heart of a new global agenda.

In May, UNICEF's Youth Ambassadors met with the UN Secretary General, Mr Ban Ki-Moon to advocate for the protection of children's rights. Attending an interactive youth event hosted by the Department of Foreign Affairs, the young people raised their concerns on issues including climate change, education and their ongoing participation in the implementation of the Sustainable Development Goals (SDGs). The event was also attended by UNICEF Goodwill Ambassador and rugby player, Donncha O'Callaghan and UNICEF High Profile Supporter and actor, Evanna Lynch.

World leaders are currently negotiating a series of Sustainable Development Goals, setting out a roadmap for human progress over the next 15 years. These new global targets will drive investment and action in virtually every country on earth, touching millions of lives. As co-chair of the international negotiations, Ireland will play a pivotal role in defining the sustainable development agenda for the next 15 years.

UNICEF Ireland, together with our youth ambassadors, is calling for children's rights to be placed at the heart of a new global agenda.

// UNICEF is very proud of our youth ambassadors who've taken their message of youth engagement and empowerment directly to the highest levels of the United Nations. The message from young Irish people is loud and clear – they care about global issues and passionately believe in realising children's rights. This meeting highlights once again just how committed Irish young people are to shaping a better Ireland, and indeed a better world. //

**UNICEF Ireland's Executive Director,**  
Peter Power

// It was a great honour to meet with the Secretary General today. I thanked him for his strong stance in seeing young people as the torch bearers of the new sustainable development goals. The Irish government, through Irish Aid, has put a lot of faith in young people. Working with UNICEF, we have the opportunity to participate in the decisions that will shape our futures. //

**UNICEF Youth Ambassador,**  
Hugh Creaton



## Together for Children

## Working with Partners

UNICEF Ireland works with corporate partners and foundations to realise the rights of the world's children. Through these partnerships, UNICEF is able to deliver real results for children, while also benefiting from the learnings and innovation that come from engaging with the best and brightest in their field.

In each and every case, our partnerships enrich UNICEF's capacity to deliver for children. They also aid companies to consider that the world in which children must live and grow is the same world in which their business must prosper and thrive.

The critical support of our corporate partners in response to emergency appeals helps UNICEF deliver lifesaving supplies and assistance to children and families affected by natural disasters and violent conflict.

## Aer Lingus

Aer Lingus staff and passengers support UNICEF's work in emergencies and in improving child survival through the Change For Good on-board collections - with almost €18 million raised for children in over 18 years of partnership. As the Syrian conflict enters its fifth year, Aer Lingus Cabin Crew arranged a special collection to respond to the humanitarian needs of children, raising almost €75,000.

In addition to this, a two week special collection was held August 2014 in support of UNICEF's birth registration drive in Zambia. Globally, nearly 230 million children under five don't have a birth certificate - that's about one third of all children under five in the world who do not officially exist. With a special collection on all Aer Lingus flights, UNICEF registered 60,000 Zambian children and trained 350 healthcare workers.



**€18  
Million**

Almost €18 raised  
for children in over  
18 years



**€75,000**

Raised in response  
to humanitarian  
needs in Syria



**60,000**

Zambian children  
registered and

**350**

Healthcare workers  
registered with a  
special collection  
on all Aer Lingus  
flights

## Impact Story

## Aer Lingus Ambassador, Brona Neiland, reports on a recent visit to UNICEF's projects in Zambia.

Since returning from my once in a lifetime trip to Zambia as an Aer Lingus UNICEF Ambassador, many people have asked how I would sum up the experience in one sentence. I say: "Challenges - not failures." Because, no matter where we went and who we met, from teachers to politicians, community leaders to midwives, they refused to use the word, or notion of, failure despite being present daily with some of the biggest challenges I've ever seen.

Each of the four Aer Lingus UNICEF Ambassadors was assigned a specific topic which to report back on - mine was birth registration. Currently, less than 8% of the population in remote areas have their birth registered. UNICEF is working hard to raise awareness of the importance of registering a child's birth which is essential to get an identity card and access education and healthcare services.

The birth registration process is massively under-resourced. There is only one registrar licensed to sign off every single birth in Zambia & he is based in Lusaka, the capital city. Thanks to the generosity of Aer Lingus' passengers, UNICEF have purchased seventy motorbikes which enable staff to access remote districts to distribute birth certificates where previously mothers would have had to walk up to 15km to collect them.

I left Zambia with optimism that we can all play our part in helping UNICEF make the world a better place for children. I look forward to working alongside my fellow Aer Lingus crew members and passengers - the most giving bunch I know - to support UNICEF.

**Brona Neiland,  
Aer Lingus Ambassador**



## IKEA



The annual IKEA Soft Toys for Education campaign ran from November through December 2014 in IKEA's Dublin store and around the world. For each soft toy or children's book purchased, €1 was donated to education programmes supported by UNICEF. Since the start of this annual campaign in 2003, the IKEA Foundation has donated €67 million globally, which has helped improve the educational opportunities of more than 11 million children in 46 countries. The donations have helped train teachers in child-friendly teaching methods, improve child protection systems, supply educational materials, and increase school attendance rates.

## Fyffes



UNICEF and Fyffes renewed a successful partnership in 2014. UNICEF Ireland Ambassador Donncha O'Callaghan, together with a delegation from Fyffes, visited Nigeria to support UNICEF's polio eradication campaign. Globally, UNICEF is working toward the complete eradication of polio worldwide by 2018. By purchasing a Freddy's branded pack of bananas, Fyffes customers contribute to UNICEF's work in protecting children from this preventable disease.

## Pampers



Supported by celebrity mum & UNICEF Goodwill Ambassador, Emma Bunton, UNICEF and Pampers came together for the 9th annual campaign in Ireland to help eliminate maternal & neonatal tetanus (MNT). Since 2006, Pampers has donated enough funds for 300 million vaccines. To date, parents in Ireland have donated almost 20 million vaccines through this campaign and, thanks to global efforts, MNT has been eliminated in 15 countries.

## The Cathal Ryan Trust



In 2014, UNICEF's four-year journey with the Cathal Ryan Trust to provide real and lasting change for conflict affected communities in North Sri Lanka came to an end. This amazing partnership created transformative change for entire communities by constructing and refurbishing health facilities, schools and water distribution systems.

The partnership also invested in child protection measures and cash transfers to help parents start up small businesses. Building on this successful partnership, The Cathal Ryan Trust is now investing \$3.5 million in UNICEF's youth empowerment programme in South Africa.

The programme supports vulnerable young people as they make the transition into adulthood. Over the next three years, it will give more than 8,000 young people the opportunity to create a better life for themselves.

**Each year, UNICEF partners with a range of companies from large multinationals to small family run businesses. Together, we unite to make the world a better place for children.**

UNICEF is supported entirely by voluntary contributions from governments, individual donors and companies. Support from our corporate partners makes a significant contribution to our work. At UNICEF, we believe in partnership and pride ourselves on building successful relationships that continue to give to children, year after year. There are a variety of ways in which companies can work with UNICEF, including corporate donations, employee fundraising, customer engagement and cause-related marketing.

By working together, we can build a bespoke programme that targets your company's priority objectives be it brand impact, media relations, global cause-related initiatives at the global level. UNICEF is focused on building long term partnerships with the business community to provide the maximum reward for both parties. We are committed partners, sharing expertise and learnings, searching for innovative and more effective ways of working.

To enquire about our corporate partnerships, please contact Tiernan Reilly at [Tiernan@unicef.ie](mailto:Tiernan@unicef.ie) or (01) 878 3000.





You are helping  
Children



Thank you



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## UNICEF Ireland:

Limited by Guarantee

### Directors and other information

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#### DIRECTORS:

Paul Connolly (Chair)  
Alma Carroll Ryan  
Ivor Fitzpatrick  
Tom Hayes  
Sinéad Kelly  
P J Mara  
Una Molony  
Donncha O'Callaghan  
Andrew Weld-Moore

#### EXECUTIVE DIRECTOR:

Peter Power

#### COMPANY SECRETARY:

Peter Power

#### AMBASSADORS:

Joe Canning  
Dermot Earley  
Cathy Kelly  
Rory McIlroy  
Donncha O Callaghan  
Stephen Rea  
Dustin the Turkey

#### AUDITORS:

Gilbride & Co.  
Chartered Accountants  
1 Arran Square  
Arran Quay  
Dublin 7

#### 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

## UNICEF Ireland

Limited by Guarantee

### Directors' Report

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The directors submit their annual report together with the audited financial statements of the company for the year ended 31 December 2014.

#### 1. PRINCIPAL ACTIVITIES AND BUSINESS REVIEW

UNICEF Ireland is limited by guarantee. Its principal activity is to provide assistance to and work for the 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. It is the policy of UNICEF Ireland to retain limited reserves and to transfer all cash collected directly to UNICEF in order to most efficiently and expeditiously facilitate the achievement of its activities.

#### 2. RESULTS FOR THE YEAR AND STATE OF AFFAIRS AS AT 31 DECEMBER 2014

The income and expenditure account and balance sheet are set out on pages 44 to 52. The surplus for the financial year amounted to €4,236,168 (2013: €3,924,070). The surplus was accounted for as follows:

	2014 €	2013 €
Surplus for financial year	4,236,168	3,924,070
Transferred to UNICEF	4,236,168	3,924,070
Transferred to reserves	-	-
<hr/>		
Opening reserves	121,535	121,535
Closing reserves	121,535	121,535

#### 3. DIRECTORS

In accordance with the Articles of Association, at the annual general meeting of the company Paul Connolly, Donncha O'Callaghan and Andrew Weld-Moore retire and are seeking re-election. The directors at the date of this report are stated on page 38 and unless otherwise stated have been in office for the full year.

#### 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 reports are kept at: 33 Lower Ormond Quay, Dublin 1.

## 6. FUTURE DEVELOPMENTS IN THE BUSINESS

The principal activity of UNICEF Ireland 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. KEY RISK FACTORS

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

UNICEF Ireland is dependent on voluntary donations.

UNICEF Ireland has appropriate controls in place to manage these risks and to enable execution of UNICEF Ireland's plan.

## 8. AUDITORS

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

## 9. 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 16 April 2015



**Paul Connolly** Chairman



**Tom Hayes** Director

The directors are responsible for preparing the Annual Report and the financial statements in accordance with the applicable Irish law and Generally Accepted Accounting Practice in Ireland including the accounting standards issued by the Accounting Standards Board and published by the Institute of Chartered Accountants in Ireland.

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;
- 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 2013. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the preventions and detection of fraud and other irregularities.

The directors are responsible for the maintenance and integrity of the corporate and financial information included on the company's website.

Approved on 16 April 2015



**Paul Connolly** Chairman



**Tom Hayes** Director



**Independent auditor's report to the members of UNICEF Ireland for the Year Ended 31 December 2014**

We have audited the financial statements for UNICEF Ireland for the year ended 31 December 2014 which comprises the income and expenditure account, balance sheet and the related notes. The financial reporting framework that has been applied in their preparation is Irish law and accounting standards issued by the Financial Reporting Council and promulgated by the Institute of Chartered Accountants in Ireland (Generally Accepted Accounting Practice in Ireland).

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 explained more fully in the Directors' Responsibility Statement set out on page 41, the directors are responsible for the preparation of the financial statements giving a true and fair view. Our responsibility is to audit and express an opinion on the financial statements in accordance with Irish law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Ethical Standards for Auditors issued by the Auditing Practices Board.

**Scope of the audit of the financial statements**

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the company circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the directors; and the overall presentation of the financial statements.

In addition we read all the financial and non-financial information in the annual report to identify material inconsistencies with the audited financial statements. If we become aware of any apparent materials misstatements or inconsistencies we consider the implications for our report.

**Independent auditor's report to the members of UNICEF Ireland for the Year Ended 31 December 2014 (continued...)**

**Opinion on financial statements**

In our opinion:

The financial statements give a true and fair view, in accordance with Generally Accepted Accounting Practice in Ireland, of the state of the company's affairs as at 31 December 2014 and of its surplus for the year then ended; and

The financial statements have been properly prepared in accordance with the Companies Acts 1963 to 2013.

**Matters on which we are required to report by the Companies Acts 1963 to 2013**

We have obtained all the information and explanations which we consider necessary for the purposes of our audit.

The financial statements are in agreement with the books of account and, in our opinion, proper books of account have been kept by the company.

In our opinion the information given in the directors' report is consistent with the financial statements.

**Matters on which we are required to report by exception**

We have nothing to report in respect of the provisions in the Companies Acts 1963 to 2013 which require us to report to you if, in our opinion the disclosures of the directors' remuneration and transactions specified by law are not made.



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**Oisín Gilbride**  
For and on behalf of:  
**Gilbride & Co**  
Chartered Accountants  
Registered Auditors

**Dated: 16th April 2015**

**1 Arran Square**  
**Arran Quay**  
**Dublin 7**



## UNICEF Ireland

Limited by Guarantee

### Income and expenditure account for the year ended 31 December 2014

		2014	2013
		€	€
<b>Incoming Resources</b>	<b>NOTES</b>		
Incoming Resources from Generated Funds			
Voluntary Income	2	6,501,185	5,962,115
<b>Other Incoming Resources</b>			
Deposit Income	7	11,307	15,393
<b>Total Incoming Resources</b>		<u>6,512,492</u>	<u>5,977,507</u>
<b>Resources Expended</b>			
Cost of Generating Funds	3	(1,934,932)	(1,749,318)
Management & Administration	3	(341,392)	(304,119)
<b>Total Resources Expended</b>		<u>(2,276,324)</u>	<u>(2,053,437)</u>
<b>Surplus for the financial year</b>	4	<u>4,236,168</u>	<u>3,924,070</u>
Transferred to UNICEF		4,236,168	3,924,070
Transfer to / (from) reserves		-	-
Reserves at beginning of year		121,135	121,135
Reserves at end of year		<u>121,135</u>	<u>121,135</u>

The notes on page 47-52 form an integral part of the income and expenditure account.

### Irish Government Contribution to UNICEF

In 2014, the Irish Government contributed US \$27.6 million (2013: \$18.2m) 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.

Approved on 16 April 2015

Paul Connolly Chairman

Tom Hayes Director

## UNICEF Ireland

Limited by Guarantee

### Balance sheet as at 31 December 2014

	NOTES	2014	2013
		€	€
<b>Fixed Assets</b>			
Tangible assets	8	<u>15,704</u>	<u>7,267</u>
<b>Current Assets</b>			
Debtors	9	43,510	32,805
Bank deposits		500,006	662,504
Cash at bank		<u>323,092</u>	<u>302,553</u>
		866,608	997,862
<b>Creditors:</b>			
amounts falling due within one year	10	(174,260)	(451,890)
<b>Due to UNICEF</b>	12	<u>(586,517)</u>	<u>(431,704)</u>
<b>Net Current Assets</b>		<u>105,831</u>	<u>114,268</u>
<b>Total Assets Less Current Liabilities</b>		<u>121,535</u>	<u>121,535</u>
<b>Reserves</b>	13	<u>121,535</u>	<u>121,535</u>

The notes on page 47-52 form an integral part of this Balance Sheet.

Approved on 16 April 2015

Paul Connolly Chairman

Tom Hayes Director



## UNICEF Ireland

Limited by Guarantee

### Cashflow Statement for the year ended 31 December 2014

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

	2014	2013
	€	€
Operating Surplus	4,224,861	3,908,677
Depreciation charges	6,043	3,676
Decrease/(Increase) in debtors	(10,705)	9,381
(Decrease)/Increase in creditors	(277,630)	151,279
<b>Net Cash Flow from Operating Activities</b>	<b>3,942,570</b>	<b>4,073,013</b>

#### CASH FLOW STATEMENT

	2014	2013
	€	€
Net cash inflow from operating activities	3,942,570	4,073,013
Deposit Income (Note 7)	11,307	15,393
Taxation	-	-
Capital Expenditure (Note 8)	(14,479)	(4,069)
Management of liquid resources (Note 12)	(4,081,355)	(3,878,000)
<b>Increase/(decrease) in cash in period</b>	<b>(141,956)</b>	<b>206,338</b>

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

	2014	2013
	€	€
Increase/(Decrease) in cash in the period	(141,956)	206,338
Net cash at beginning of year	965,054	758,716
Net cash at end of year (Note 14)	823,098	965,054

The notes on page 47-52 form an integral part of this Cashflow Statement.

Approved on 16 April 2015

Paul Connolly Chairman

Tom Hayes Director

## UNICEF Ireland

Limited by Guarantee

### Statement of accounting policies for the year ended 31 December 2014

#### 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 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.

#### PENSIONS

The company operates a defined contribution scheme. The assets of the scheme are held separately from those of the company in an independently administered fund. The pension cost charge represents contributions payable by the company to the fund and amounted to €27,364 during 2014 (€25,983 during 2013).

#### FOREIGN CURRENCIES

Current assets and liabilities arising in foreign currencies are translated into euro at the rate of exchange applicable at the balance sheet date, except where specifically covered by a forward foreign exchange contract in which case the translation is at the negotiated rate of exchange. All exchange differences are included in the operating results for the year.



## UNICEF Ireland

Limited by Guarantee

### Notes on the Financial Statements for the year ended 31 December 2014

#### 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:

	2014	2013
	€	€
Activity:		
Major gifts	1,280,500	824,269
Emergencies	527,729	1,266,665
Donations	4,489,220	3,733,536
Advocacy	68,800	-
Special events	95,750	79,031
Greeting card sales	39,186	58,614

#### Geographical area:

Republic of Ireland	6,501,185	5,962,115
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#### 3. OTHER OPERATING EXPENSES (NET)

	€	€
Cost of generating funds	1,934,932	1,749,318
Management & administration expenses	341,392	304,119
	2,276,324	2,053,437

#### 4. SURPLUS ON ACTIVITIES

#### Stated after charging/(crediting):

	€	€
Depreciation	6,043	3,676
Operating Lease Rentals	90,000	90,000
Auditors' remuneration	5,720	5,720

## UNICEF Ireland

Limited by Guarantee

### Notes on the Financial Statements for the year ended 31 December 2014

#### 5. EMPLOYEES

The average weekly number of employees during the year was 27 (2013: 24).

€

€

The aggregate payroll costs of these employees were as follows:

Wages and salaries	1,188,514	1,099,011
Social welfare costs	122,344	104,907
	1,310,858	1,203,917

The executive director has a contract with UNICEF Ireland under which he is paid an annual salary of €140,000. No board director is paid a salary, fees or any other remuneration by UNICEF Ireland.

#### 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

	€	€
Deposit interest	11,307	15,393



## UNICEF Ireland

Limited by Guarantee

### Notes on the Financial Statements for the year ended 31 December 2014

#### 8. TANGIBLE FIXED ASSETS

The movements for the year were as follows:

	Fixtures & Fittings	Computer Equipment	Total
COST	€	€	€
1 January 2014	42,235	120,585	162,820
Additions	738	13,742	14,479
31 December 2014	<u>42,973</u>	<u>134,327</u>	<u>177,299</u>

#### DEPRECIATION

1 January 2014	36,233	119,314	155,552
Charge for year	638	5,405	6,043
31 December 2014	<u>36,871</u>	<u>124,719</u>	<u>161,595</u>

#### NBV

31/12/2014	<u>6,102</u>	<u>9,608</u>	<u>15,704</u>
31/12/2013	<u>6,002</u>	<u>1,271</u>	<u>7,267</u>

#### 9. DEBTORS

	2014	2013
	€	€
Income Receivable	19,762	19,895
Prepayments	23,748	12,910
	<u>43,510</u>	<u>32,805</u>

## UNICEF Ireland

Limited by Guarantee

### Notes on the Financial Statements for the year ended 31 December 2014

#### 10. CREDITORS: amounts falling due within one year

	2014	2013
	€	€
Trade creditors	41,995	66,136
PAYE / PRSI	78,989	40,956
Accruals and deferred income	53,276	344,798
	<u>174,260</u>	<u>451,890</u>

#### 11. LEASE COMMITMENTS

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

#### 12. DUE TO UNICEF

	2014	2013
	€	€
Balance owed at start of the year	431,704	385,634
Surplus for the financial year	4,236,168	3,924,070
Transfer from / (to) reserves	-	-
Less funds remitted to UNICEF	(4,081,355)	(3,878,000)
Balance owed at end of year	<u>586,517</u>	<u>431,704</u>

#### 13. SURPLUS FROM OPERATIONS AND MOVEMENT ON RESERVES

	2014	2013
	€	€
Surplus from operations	4,236,168	3,924,070
Transferred to UNICEF	(4,236,168)	(3,924,070)
Transferred to reserves	-	-
Reserves at beginning of year	121,535	121,535
Reserves at end of year	<u>121,535</u>	<u>121,535</u>



14. ANALYSIS OF CHANGES IN NET CASH DEPOSITS

	At 1 Jan 2014	Cash flows	At 31 Dec 2014
	€	€	€
Cash in hand, at bank	965,054	(141,956)	823,098
	<u>965,054</u>	<u>(141,956)</u>	<u>823,098</u>

15. COMMITMENTS AND CONTINGENCIES

The company has no capital commitments at 31 December 2014 (2013: Nil).

16. IRISH GOVERNMENT CONTRIBUTIONS TO UNICEF IN NEW YORK

UNICEF Ireland has again been instrumental in securing a contribution from the Irish Government of US\$27.6 million compared with the year to December 2013 of US \$18.2 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 financial statements were approved and authorised for issue on 16 April 2015.

**UNICEF Ireland is a signatory to the Dóchas Code of Conduct on Images and Messages. By signing the code, UNICEF Ireland commits to using images and messages that represent the full complexity of the situations in which we work, and to seek the permission of the people portrayed in our photos.**



