



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 2010



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unite for children







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### © UNICEF/Ireland/0710/MarkStedman:

*Two young boys play football on the street opposite the Presidential Palace in Port au Prince, Haiti. Over a million people – including 380,000 children – remain displaced and highly vulnerable following the January 12th 2010 earthquake. The disaster, which killed 220,000 people, has been further compounded by seasonal storms and by an ongoing cholera outbreak that has killed over 2,300 people and sickened more than 100,000. Recovery efforts continue to face bottlenecks and barriers, many of them related to limited infrastructure and deep-seated poverty. Still, UNICEF and our partners have reached millions with vital services, and are laying the groundwork for long-term rebuilding. With UNICEF's support, 1.7 million people have received safe water and sanitation; 1.9 million children have been immunised against seven diseases; 720,000 children have been able to return to school; identified and 5,000 unaccompanied children have been registered and 1,265 unaccompanied children have been reunited with their families.*



## Top Achievements of 2010

- We more than doubled our income in 2010 – raising €6,915,810 for UNICEF programmes worldwide.
- We launched our first national fundraising campaign “Euro for Zero” in October 2010.
- We expanded our direct programmatic support to include Haiti, Niger, Pakistan and Sri Lanka. Programmes supported by UNICEF Ireland continued in Kenya, Rwanda, Swaziland and Mozambique.
- Following the catastrophic earthquake in Haiti, nearly €2 million was donated by our supporters to UNICEF’s Emergency Appeal in Ireland.
- We also launched “Suitcase Stories”; a project with the Dublin City Council Integration Unit, giving migrant children in Ireland an opportunity to tell their stories.
- We conducted primary research amongst teenagers to find out how young Irish people view the world in which they live, the challenges that they face and their thoughts about the future. The results “Changing the Future: Experiencing Adolescence in Contemporary Ireland” will be published in 2011.
- We began an academic partnership with Dublin City University with students studying for a Masters Degree in Applied Marketing.
- Aer Lingus received the inaugural UNICEF Ireland Champions for Children Award in recognition for their Change for Good partnership with UNICEF which has raised over €13 million to date.

## 2010 – More children than ever before are surviving

Away from the media spotlight and the newspaper headlines, the daily fight to ensure the survival of every child takes place. It happens in over 150 countries - from the remotest and hardest to reach villages to the bright lights of busy capital cities, in peaceful areas and in regions torn apart by violence.

It is a fight that UNICEF is determined to win. In 2010, the generosity of our supporters throughout Ireland has helped UNICEF combat - and prevent - the death and suffering of children all over the world.

On every continent - from Chad to the Philippines, Turkmenistan to Ecuador - the support of our Irish donors in 2010 made it possible for UNICEF to provide health care and vaccinations, safe water and nutrition, protection and education for millions of vulnerable children and their families.

The impact of these efforts is immense. UNICEF recently announced that the number of children under the age of five dying each day has dropped yet again, from 24,000 to 22,000. This means that since 1990 - when 34,000 died every day - UNICEF and its partners have helped cut the global child mortality rate by one third.

With your continued support, we can save even more young lives every year and protect more promising futures.



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**Democratic Republic of Congo:** A little girl carries a toddler on her back in the village of Djambala. In December 2010 in the Republic of Congo, officials conducted the second of three mass rounds of vaccinations against a deadly outbreak of polio. Until recently, the disease had been eradicated from the country. Response to the outbreak was organised in record time; thousands of health workers and volunteers were mobilised to vaccinate the country’s entire population of 4 million people, regardless of age, gender or past immunisation status. UNICEF procured 18 million doses of oral polio vaccine and trained health workers for the campaign

## A message from the Chairman of UNICEF Ireland, Paul Connolly

In 2010, many thousands of individual donors contributed to UNICEF Ireland. This is a striking reflection of the broad-base of supporters UNICEF has throughout Ireland. It is also a very heartening fact, that despite our economic difficulties here at home, our supporters never forget the children of the world - whose very survival relies on their continued support.

That generosity - combined with the partnership of businesses, foundations and sports teams - generated total revenue of €6,915,810 for UNICEF Ireland last year.

After the enormous earthquake in Haiti last January, which claimed the lives of more than 220,000 people, the immediate outpouring of support shown by Irish donors enabled UNICEF and its partners to act when it mattered most and provide critical life-saving supplies and services to survivors. Thanks to your generosity, UNICEF Ireland raised nearly €2 million for emergency relief in Haiti - funds that were crucial to UNICEF's ability to overcome enormous difficulties and to quickly and effectively provide lifesaving aid for many thousands of children.

Six months on from the earthquake in Haiti, I visited Port au Prince to see for myself what was happening on the ground. It was an invaluable experience to witness the effects of this unique emergency on everything from people still coming to terms with the human loss as well as the impact on the physical, political and institutional infrastructures of Haiti. It is truly a daunting task that our staff have on their hands but I was very impressed with the dedication and professionalism of the entire UNICEF team in Haiti.

However, Haiti wasn't the only emergency that UNICEF responded to last year - there were the earthquakes in China and Chile, the conflict in Kyrgyzstan, the food crisis in Niger and the catastrophic flooding in Pakistan during the summer. In every instance, UNICEF responded immediately, making extraordinary efforts and reaching huge numbers of women and children with emergency aid.

In 2010, we announced a new partnership with the Cathal Ryan Trust. The Trust will make a €10 million donation to UNICEF Ireland to help some of the most vulnerable children in Sri Lanka. The Trust was founded in memory of the late Cathal Ryan, who spent time in Sri Lanka in the late 1970's and UNICEF's partnership with the Trust will support a range of integrated education and health initiatives in the South Asian island nation.

I would like to take this opportunity to acknowledge the work of my fellow board members for their commitment to UNICEF over the past twelve months as well as thank Melanie Verwoerd and her staff, for their unstinting work for UNICEF in 2010.

The generosity of our donors throughout the country in 2010 has once again demonstrated that together we have the power to save the lives of many thousands of children and improve their circumstances so that they can grow into adulthood in health and with dignity. There is no other humanitarian organisation better positioned to make such a difference to children's lives and your support makes that possible - thank you.

**Paul Connolly**  
Chairman  
UNICEF Ireland



UNICEF Ireland Chairman Paul Connolly photographed with UNICEF Ireland Ambassador Donncha O'Callaghan in Haiti during a visit to Port au Prince in July 2010.

## A message from the Executive Director

Despite ongoing economic uncertainty both here at home and abroad, 2010 was our most successful year in which UNICEF Ireland supporters, Board members, and staff all demonstrated an ardent resolve to work to protect children most in need throughout the world.

Despite the hardship we face here at home, our donors continued to be there for children when they needed them most. €6,915,810 was raised here in Ireland for UNICEF programmes in 2010 - more than doubling our income from 2009. For their constant support in 2010, we are as always, extremely grateful. Contributions both large and small from Irish donors made a critical difference in UNICEF's ability to meet children's needs. To all of our donors, global parents and key partners, a heartfelt thank you.

The continued support from our corporate partners made a significant contribution to our work last year. Our commitment to focussing on understanding our partners' business goals - and on developing creative ideas with measurable, bottom-line results - ensures mutually beneficial programmes that not only helped save children's lives last year, but also helped our partners achieve their business objectives.

I would like to thank the continued support of all the Board members of UNICEF Ireland and its chairman, Paul Connolly and all my staff for their hard work over the past twelve months. I would like to take this opportunity to thank and acknowledge the ongoing work of UNICEF Ireland's Ambassadors and high profile supporters. In 2010, Donncha O'Callaghan travelled to Haiti to highlight the impact the earthquake had on children living there. We welcomed two new Ambassadors into the fold - GAA stars Joe Canning and Dermot Earley who will be working with UNICEF as part of our new partnership with the Gaelic Players Association. Longstanding UNICEF supporters Liam Neeson, Cathy Kelly, Dustin the Turkey and Gabriel Byrne were joined by Nicky Byrne, Jedward, Giovanni Trapattoni and Cecelia Ahern to promote the 2010 UNICEF "Euro for Zero" campaign. We are very grateful for their time and support.

In September, we received some truly wonderful news about the continuing decline in global under-five child mortality - from 24,000 deaths every day to 22,000. The generosity of people in Ireland has helped UNICEF get closer than ever before to the day when zero children die from preventable causes.

UNICEF is redoubling efforts to serve those most in need, based on knowledge that for each €750,000 investment in a country with high mortality rates, we can potentially save 60 per cent more lives. With enough resources and commitment, UNICEF can reach all these children. Here at UNICEF Ireland, we don't stop at "2,000 fewer" deaths. We stop, only once we have reached Zero.

**Melanie Verwoerd**  
Executive Director  
UNICEF Ireland



UNICEF Ireland Executive Director Melanie Verwoerd photographed during a staff meeting in the UNICEF Ireland office.



## Children in Haiti: The long road from relief to recovery

Despite overwhelming odds, a generation of Haitian children survived this past year. They survived because donors in Ireland and across the world gave generously in Haiti's time of need. These children have not given up, and neither will we.

In the immediate aftermath of the earthquake, UNICEF and our partners conducted emergency vaccination campaigns immunising 2 million children against preventable diseases such as polio, diphtheria, and measles. A distribution of 360,000 insecticide-treated bednets reached more than 163,000 households in the malaria-endemic southern coastal regions.

At the height of the emergency response, UNICEF and partners trucked a daily average of 8.3 million litres of safe water to approximately 680,000 people. With the ongoing cholera outbreak, UNICEF is providing more than 10.9 tons of chlorine and over 45 million water purification tablets to ensure safe water for 3 million people in the capital city and the surrounding towns.

The UNICEF-led Child Protection Group helped register and reunite children who were separated from their families and worked with national and international partners to put in place 369 Child-Friendly-Spaces for close to 95,000 children across earthquake-affected areas. UNICEF also initiated prevention and response activities to gender-based violence, and, importantly, child trafficking. In addition, to date, 4,948 children have been registered and 1,265 have been reunited.

UNICEF and partners helped establish schools, procured tents and educational materials and allocated resources so that 720,000 children could resume their lessons, and in some cases, start school for the first time. Nonetheless, more than half of Haiti's children do not attend school and school construction continues to be hampered by rubble clearing and land tenure issues.

The earthquake highlighted the deeply rooted structural problems faced by Haiti's children, including chronic malnutrition, which affects one in three children under five years of age. UNICEF worked with partners to deliver nutritional supplements to address particular needs of infants and their mothers.

By mid-year, a network of 107 'baby friendly tents' were fully operational, providing nutritional advice and counselling for mothers and children, including a safe space to breastfeed. To date, more than 102,000 children and 48,900 mothers have been reached through these services with nutrition counselling and information.

Rarely had the world witnessed such a global rally of support for children. The response to UNICEF's appeal for Haiti's children testifies to the confidence and trust UNICEF inspires to preserve and protect children's lives in the face of a crushing catastrophe. Globally, UNICEF raised €237,689,276 for a 2-year funding appeal of €269 million. Nearly €2 million has been raised by UNICEF supporters throughout Ireland.

## A new year of hope: 2011

UNICEF took a hard look at 2010's efforts in Haiti - to account for what worked and what didn't - so that we can now help Haiti's children move from relief to recovery. The one year anniversary was a time to remember the countless children who still need our help. They are the earthquake generation, and what happens next for them will determine the fate of an entire country.

UNICEF is on the ground every day making a difference. In 2011, UNICEF will be using your donations to move from survival to revival. To help build sustainable water supplies and education systems to benefit all children. To invest in the next generation and break the cycle of poverty that traps Haiti's youth.

UNICEF's work in Haiti has allowed nurses to protect children and mothers, insured that children are immunised, reunified families, and provided safe places for children to play and study in devastated communities. Halting this work is unthinkable. As long as a single child still sleeps in a tent or suffers needlessly from disease or despair, we have work to do.





## UNICEF Ireland Reports from the field 2010

Seeing UNICEF's work in person is always a powerful, emotional and oftentimes life-changing experience. UNICEF Ireland donors, Board members, partners, media and staff travelled to countries around the world in 2010 to watch UNICEF in action and meet some of the children and families benefiting from its vital programmes.

### Kenya

Cabin crew from Aer Lingus visited rural communities in Kenya and experienced life as a primary school student in an urban slum. Aer Lingus has been a corporate partner of UNICEF for over 14 years.



### Sri Lanka

In Sri Lanka a UNICEF Ireland delegation with the Cathal Ryan Trust visited the Northern Province to find out how communities there are being re-built following the end of conflict in May 2009.



### Haiti

UNICEF Ireland Ambassador Donncha O'Callaghan and UNICEF Ireland Chairman Paul Connolly visited Haiti in July to see for themselves the destruction caused by the earthquake and UNICEF's work in the worst affected areas of Port au Prince and Leogane.



### Swaziland

During a special return visit to Swaziland, UNICEF Ireland Executive Director Melanie Verwoerd saw how funding from Ireland has improved the neighbourhood care points programme set up throughout Swaziland to help care and protect very vulnerable children.





## Corporate Partnership Highlights

In 2010 the Irish business community continued to recognise the importance of social responsibility and the value of their support to agencies like UNICEF. According to an article in the Irish Times, a survey of Ireland's top 100 chief executives found that two-thirds of them will continue to invest in their CSR strategies despite the recession. A strong belief in the power of partnerships and collaborative efforts is behind UNICEF Ireland's rich history of working with the corporate sector.

### Aer Lingus

Currently, UNICEF Ireland's largest corporate partner continues to be Aer Lingus, which helped to contribute more than €1.1 million for UNICEF supported programmes in 2010. Last year, we worked closely with cabin crew and management on the Aer Lingus Champion for Children initiative which led to cabin crew visiting UNICEF programmes in Kenya and organising a series of local fundraising events. UNICEF Goodwill Ambassador Sir Roger Moore KBE who is the public face of Change for Good™ onboard Aer Lingus flights is pictured here alongside Enda Corneille, Director of Shared Services at Aer Lingus and a member of Aer Lingus cabin crew.



### Topaz

Despite difficulties in the retail sector, donations exceeding €130,000 were raised by staff in Ireland's petro-retail chain Topaz. Topaz has continued to support the provision of clean water to villages in Northern Kenya and played a key role in our Euro for Zero campaign. Melanie Verwoerd, Executive Director of UNICEF Ireland is pictured here with Her Excellency Mrs. Naghmana A. Hashmi, the Pakistani Ambassador to Ireland and Paul Candon, Corporate Services & Marketing Director of Topaz to mark a special Emergency collection for the children of Pakistan.



### Fyffes

Just like in business, in our work the simplest solution can be the most effective. Fyffes has been working in partnership with UNICEF in Mozambique to combat the spread of malaria. A child dies every 15 minutes from malaria in Mozambique. With the support of Fyffes, UNICEF has purchased 55,000 mosquito nets, trained local health workers and averted the deaths of approximately 8,600 children since we started working together in 2008.

### Hostelworld.com

Hostelworld.com has been using their unique position as a leading Internet business to support UNICEF's work in over 150 countries. In 2010 Hostelworld.com has exceeded the \$1 million mark in donations to UNICEF since the partnership began in 2006. Every time a booking is made through Hostelworld.com a portion of the deposit paid is given to UNICEF.

### Procter & Gamble

To eliminate maternal and neonatal tetanus, Procter & Gamble has contributed more than \$20 million since 2006 through its Pampers "1 Pack = 1 Vaccine" campaign, facilitating the procurement of around 200 million vaccines. In the most recent campaign Irish parents helped to raise just over 3.5million vaccines. UNICEF Ireland Ambassador Cathy Kelly is photographed at the launch of the 2010 1 pack = 1 vaccine campaign.



### IKEA

Globally IKEA remains UNICEF's largest partner in the corporate sector contributing over \$180 million dollars in the past ten years. In the IKEA store in Dublin you can buy a Sunnam Lamp (solar powered) and IKEA will give one to a child living without electricity in the developing world (more than half a million have been given to children in South Asia since the initiative began). IKEA also run the hugely popular soft toy campaign whereby any soft toy purchased in store between October and December IKEA donates €1 to UNICEF.



In 2010 the campaign raised over €34,000 in the Dublin store alone, making it one of the highest performing stores in the UK and Ireland. UNICEF Ireland Ambassador Dustin the Turkey is photographed during a special in-store show with Melanie Verwoerd to mark the launch of the 2010 Soft Toy Campaign.

### Munster Rugby

UNICEF Ireland is one of three charities being championed by Munster Rugby during the course of the 2009/2010 rugby season. The culmination of this support was a special charity match on New Year's Day in Thomond Park where over €29,000 was raised.

The money was raised through a number of different channels: Munster Rugby pledged €1 from every ticket sold for the game, the Munster players contributed their match fee, a bucket collection was held outside Thomond Park, the Munster Rugby Supporters Club held a raffle, and sponsors made individual donations.

### Haiti Appeal

UNICEF Ireland is very grateful for the support given by corporate partners and businesses following the devastating earthquake in Haiti. Both Aer Lingus and Topaz undertook special collections in aid of the Emergency Appeal. We also received corporate donations from AIB, the Gaelic Players Association, Davy Stockbrokers and KPMG which enabled UNICEF to provide urgently needed supplies for Haiti's children.

In 2010 we welcomed our newest Corporate Champions for Children: Obelisk Group, ATC Ireland, Oracle Kirby Group and JCI Ireland and we continued to work with Davy Stockbrokers, ING Bank, State Street, The Westin Dublin, H&M, Clarks, Michael Guiney, Amway and Gucci.



## Schools & Community Fundraising Highlights 2010

### Bag a bargain for UNICEF

Hazel Duggan organised a Handbag Extravaganza Event in aid of UNICEF in Cork last November. Hazel collected over 500 new and pre-loved handbags for this great fundraising event and went on to raise over €11,000 for UNICEF's "Believe in Zero" campaign.

### Mother's Day Lunch 2010

The 13th Annual Mother's Day Lunch was hosted in the D4 Berkeley Hotel on Friday 12th March. Two hundred guests joined guest speaker Veronica Canning at this event and raised over €20,000 for safe motherhood programmes. MC at the lunch RTÉ broadcaster Mary Kennedy is photographed here welcoming the guests to the annual luncheon.



### Sex & the City 2 Film Screening

Over 300 ladies joined UNICEF to watch the long awaited Sex and the City sequel at Parnell Street cinema, with UNICEF supporter Leigh Arnold as guest speaker before the film. The event raised in excess of €12,000. MC for the night, broadcaster Sile Seoige is photographed here outside the cinema.



### University Challenge

Our fundraising partnerships with Dublin City University and the Fitzwilliam Institute resulted in events that included a Beatles inspired gala dinner at Clontarf Castle, a student night in Dublin city centre, a sports quiz with Michael O'Muircheartaigh and a Ladies shopping and fashion event in Harvey Nichols. Pictured here is the 'Tea-rific Event' held at the Gresham Hotel in December, where students from the Fitzwilliam Institute hosted a wonderful 'Alice in Wonderland' themed afternoon tea event with guest MC Senator David Norris that raised over €3,000 for UNICEF.



### Dublin Docklands Fun Run

UNICEF Ireland volunteers helped give out fun-run t-shirts at the Dublin Docklands Fun Run. Over €10,000 was raised for UNICEF by the 2000 participants in the Dublin Docklands Fun Run.



### Haiti Emergency

A host of local fundraisers were organised for UNICEF's Haiti Appeal in early 2010. These come from local and community fundraisers, colleges, schools and local radio stations. Over sixty fundraising events took place, raising on average €2,000 each. Some of the bigger local fundraisers included: Dublin radio station Phantom 105.2 organising two events for UNICEF - a concert and a table quiz; the Heroes for Haiti Fundraising Ball in Bewleys D4 Hotel and 2FM's national Haiti Appeal. UNICEF was one of four charities that benefited from 2FM concerts that were organised across the country. One of the most unique and successful fundraisers during the Haiti Appeal was organised by Matty Tynan and Kenneth Brown. The pair from Fethard in Co. Tipperary raised €13,165 by auctioning a heifer in aid of UNICEF Ireland.



## Euro for Zero Campaign 2010

The campaign that started with the idea “what if we asked everybody in Ireland to donate just €1 each to UNICEF” became a reality in 2010. UNICEF Ireland launched its first ever nationwide fundraising drive in 2010 - with the ambitious aim of raising €1 million in just two weeks, simply by asking Irish adults to donate just €1 each to UNICEF.

### Euro for Zero Corporate Partners

We are very grateful for the support of Veolia Transport, Q Park, Dublin City Council, Radisson Hotel Group, Maldron Hotel Group, The Restaurant Association of Ireland, Munster Rugby, Mc Cables Pharmacy, Topaz, Aer Lingus, Cream Graphics, IKEA and An Post for the role they played and the support we received during the two-week campaign.

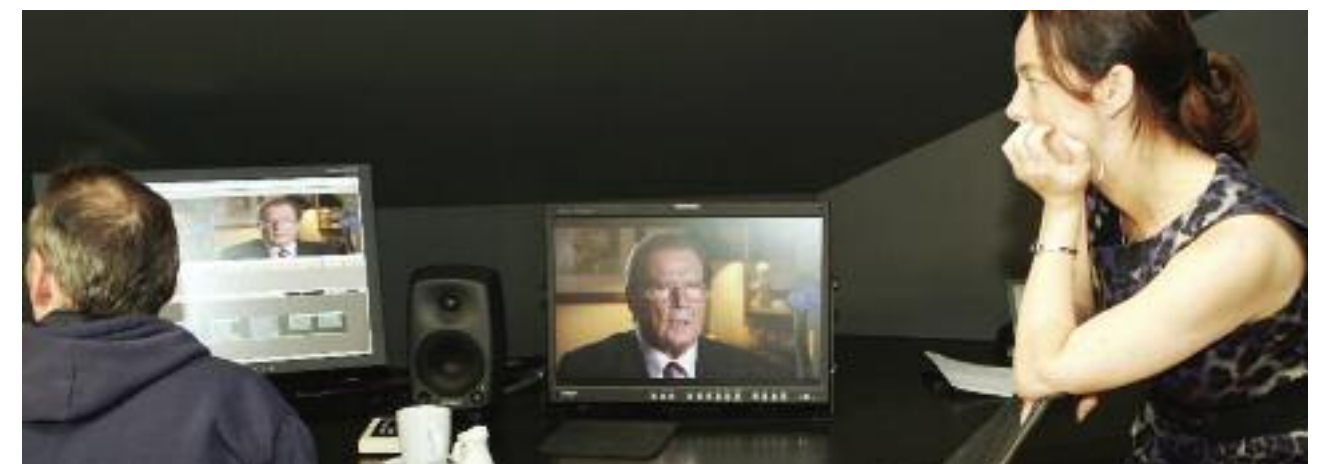
### High Profile Support for Euro for Zero

UNICEF Ambassadors Sir Roger Moore KBE, Gabriel Byrne, Donncha O’Callaghan, Dustin the Turkey and UNICEF High Profile Supporters Jedward, Cecelia Ahern, Nicky Byrne and Liam Neeson all lent their support through participating in the TV, radio and viral advertising campaigns and participating in media interviews and PR activity to further promote the two weeks.

### "Euro for Zero" School Fundraising 2010

Over 100 schools across Ireland raised over €19,000 by participating in a non-uniform day for UNICEF Ireland’s “Euro for Zero” Campaign in October 2010. Certificates signed by UNICEF Ireland Ambassadors Donncha O’Callaghan and Dustin were sent out to every school who participated in this record breaking fundraising event.

By the end of the two weeks, over €600,000 had been raised nationally for UNICEF’s “Believe in Zero” campaign.





## Advocacy Highlights 2010

### "Suitcase Stories"

The stories of fourteen migrant children living in Ireland told through suitcase art.

Last September, an art exhibition telling the stories of 14 families now living in Ireland took place across Dublin. "Suitcase Stories" is a collaborative project between UNICEF Ireland and Dublin City Council's Integration Unit where children from migrant families, now living in Ireland are given an opportunity to tell their stories through art.

In 2010, children's stories from Nigeria, Eritrea, Cameroon, Somalia, South Africa and Slovakia were told in the exhibition. Each suitcase was created during a one-day workshop with art teachers, facilitators and a psychologist in attendance. Children and young people, ranging in age from 6 to 17 years of age took part.

The artistic concept of 'Suitcase stories', is that the inside of the suitcase represents where each child has come from and the outside illustrates where they have come to. The process/images in each suitcase reflect not only the past experiences and current reality of the young people, but also their hopes for the future.

Melanie Verwoerd, Executive Director of UNICEF Ireland first got the idea for this project four years ago, during a visit to South Africa, where she saw "Suitcase stories" for the first time.

"At that time, looking at the unfolding of the stories of refugee and immigrant children through art, I was extremely moved. It struck me that many children in Ireland have made similar journeys from their homeland. These children were now trying to integrate their layered identities in their new adopted country. For some this is a good experience, but for others it is complex and lonely. I immediately realised the importance of doing a similar project in Ireland."

16 year old Andrej is from Slovakia but moved to Ireland 4 ½ years ago. Andrej's suitcase represents his struggle to be accepted by Irish people. He tells his story through the letters written to his grandmother. It talks about his arrival and the differences between the two countries through his strong memories of experiences in Ireland and Slovakia.

Yasmin was born in Ireland to Somali parents. Her identity balances between the two different cultures. "You have the new people who have had a different life to my family, and then my older family life with their Somali traditions" she says. She also loves that she looks Somali and yet she has a Ballyfermot accent. "I like my common Irish accent from Ballyfermot, I sound common" which she has also depicted on her suitcase.



Hannybal, is seven years of age, and his family comes from Eritrea. Hannybal has depicted himself playing Gaelic Football on the outside of his suitcase as he loves GAA and says he is very good at it. Having been born in Ireland, Hannybal does not recall his family's immigration. A lot of his family members are still in Eritrea, and he remembers them clearly. Hannybal's grandfather is a farmer there and raises cattle, and Hannybal misses him especially. He has included some people inside his case, one wrapped in white to signify the common colour of dress in Eritrea.

### First Irish Seminar marked International Day of Zero Tolerance to Female Genital Mutilation

International Day of Zero Tolerance to Female Genital Mutilation takes place across the world annually on February 6th.

The National Plan of Action to Address Female Genital Mutilation (FGM) Steering Committee, of which UNICEF is a member, organised a seminar to mark the day for the first time in Ireland.

The seminar provided a forum for discussion on priorities in Ireland and overseas in relation to combating FGM. It also highlighted achievements and barriers related to legislation, implementation, human rights violations and community engagement.

The seminar also featured the launch of a new EU Strategy, ENDING FGM: A Strategy for the European Union Institutions, which is part of the End FGM European Campaign led by Amnesty International. The report offers concrete recommendations for governments and EU institutions on five key dimensions which impact on the lives of young girls and women affected by FGM.

### "Change the Future" Wellbeing Research

In 2010, UNICEF Ireland decided to undertake an in-depth look at the way in which young Irish people view the world in which they live, the challenges that they face and their thoughts about the future. We knew that if we wanted to ask tough questions about serious issues, then we would have to find a way for young people to answer them truthfully and openly.

Being a child is never easy, being young is always complicated and turning into an adult can be a very difficult time in anyone's life. All young people have challenges to face, sometimes in schools, or at home, sometimes with families or friends, sometimes feeling ignored, isolated, misunderstood or unappreciated. Managing all these pressures can be tough, even for the bravest, strongest and smartest young people. UNICEF Ireland realised that if we wanted to hear the stories, then we had to ask the direct questions.

Working in close collaboration with our research partners, we developed an online survey method to gather the data that forms the basis of the Changing the Future: Experiencing Youth in Contemporary Ireland series of reports. This online questionnaire was entirely anonymous and the data set of individual responses was purposefully separated from any means that could link it to an individual, or be used to trace the respondent. The sample was self-selecting, that means that the respondents who completed the research did so without UNICEF Ireland specifically choosing them. They took part because they chose to.

So, the research that we designed asked young people themselves to tell us their stories, without being influenced by anyone else. More importantly than asking the questions, we had to listen to the answers. That is what Changing the Future is all about. We asked young Irish people to help us Change the Future by painting a picture of the present.

The result is a series of Reports entitled: Changing the Future: Experiencing Youth in Contemporary Ireland. The series which will be published throughout 2011 explores a diverse range of issues that affect adolescents across the country, every day. The Changing the Future series is the result of inviting the voice of youth to tell its' story, listening to that voice, and using it to make the future for young Irish people safer, less-complicated and easier to navigate.



## Major Partners

### The Cathal Ryan Trust

In 2010, the Cathal Ryan Trust announced a €10million donation to UNICEF to help some of the most vulnerable children in Sri Lanka.

UNICEF's partnership with the Trust will support a range of integrated education and health initiatives in the South Asian island nation. The Trust was founded in memory of the late Cathal Ryan, a highly successful Irish businessman who spent time in Sri Lanka in the late 1970's.

This is the Trust's first partnership with an international development agency and is being carried out in collaboration with UNICEF Ireland.

"Working in partnership with organisations like UNICEF allows access, personal protection, detailed expertise in each area, financial protection and the ability to communicate with the government to work alongside our vision," said Danielle Ryan, representative of The Cathal Ryan Trust. "It is going to allow us to do more than we expected in a shorter amount of time."

Since the conflict ended in 2009, UNICEF has been working to reach some of the hardest hit communities in Sri Lanka's north, which were also badly affected earlier by the 2004 Tsunami. These communities are still struggling to obtain access to basic education, adequate health services, clean water and sanitation.

The Trust's resources will help build 'child-friendly' schools in Sri Lanka for approximately 6,000 children. Learning kits and books will be provided for students. Each school will be built to 'child-friendly' specifications that provide safe, healthy and protective educational environments where children and their rights are protected with trained teachers and separate toilets for girls and boys.

The Trust will also enable the rehabilitation of healthcare facilities benefitting approximately 25,000 children under the age of five, 5,000 pregnant women and 5,000 lactating women.





## DIRECTORS' REPORT & FINANCIAL STATEMENTS

YEAR ENDED 31<sup>ST</sup> DECEMBER 2010

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### DIRECTORS

Paul Connolly (Chair)  
Alma Carroll Ryan (Vice-Chair)  
Ivor Fitzpatrick (appointed November 26 2010)  
Tom Hayes (appointed October 1 2010)  
Sinead Kelly (appointed March 21 2011)  
P J Mara (appointed May 14 2010)  
Una Molony (appointed November 26 2010)  
Philip O'Brien (appointed October 1 2010)  
Andrew Weld-Moore (appointed March 21 2011)

### EXECUTIVE DIRECTOR

Melanie Verwoerd

### COMPANY SECRETARY

Melanie Verwoerd

### COMMITTEE MEMBERS

Paul Connolly (Chair)  
Alma Carroll Ryan (Vice-Chair)  
Orlaith Blaney (resigned on February 8 2011)  
Ivor Fitzpatrick  
Tom Hayes (appointed October 1 2010)  
Michael Kearney (resigned on April 21 2010)  
Sinead Kelly (appointed March 21 2011)  
P J Mara  
Brian McCormick (resigned on March 15 2011)  
Una Molony  
Philip O'Brien (appointed October 1 2010)  
Andrew Weld-Moore (appointed March 21 2011)

### AMBASSADORS

Pierce Brosnan  
Gabriel Byrne  
Joe Canning  
Dermot Earley  
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 2010.

## 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 2010

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

The surplus for the financial year amounted to €6,915,810 (2009: €2,925,217).

The surplus was accounted for as follows:

	2010 €	2009 €
Surplus for financial year	6,915,810	2,925,217
Transferred to UNICEF	<u>(6,915,810)</u>	<u>(2,925,217)</u>
Transferred to reserves	-	-
Opening reserves	121,535	121,535
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 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 11 April 2011

Paul Connolly - Chairman  
P J Mara - Director



## UNICEF Ireland Statement of Directors' Responsibilities

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

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

Approved on 11 April 2011

Paul Connolly  
P J Mara

- Chairman  
- Director

## UNICEF Ireland Independent Auditors' Report to the Members of Unicef Ireland

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 issued by the Accounting Standards Board and promulgated by the ICAI (Generally Accepted Accounting Practice in Ireland). 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



# UNICEF Ireland

## Independent Auditors' Report to the Members of Unicef Ireland

### 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, in accordance with Generally Accepted Accounting Practice in Ireland, of the state of the company's affairs at 31 December 2010 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 25 is consistent with the financial statements.

**Gilbride & Co**  
Chartered Accountants  
Registered Auditors

Dated 11 April 2011

**Unit 8A**  
**Sandyford Business Centre**  
**Sandyford, Dublin 18**

# UNICEF Ireland

## Income and expenditure account for the year ended 31 December 2010

	NOTES	2010 €	2009 €
<b>Incoming Resources</b>			
<i>Incoming Resources from Charitable Activities</i>			
Voluntary Income	2	8,542,177	4,500,585
<i>Other Incoming Resources</i>			
Deposit Income	7	<u>46,490</u>	<u>52,645</u>
<b>Total Incoming Resources</b>		<u>8,588,667</u>	<u>4,553,230</u>
<b>Resources Expended</b>			
Cost of Generating Funds	3	(1,363,909)	(1,341,356)
Management & Administration	3	<u>(308,948)</u>	<u>(286,657)</u>
Total Resources Expended		<u>(1,672,857)</u>	<u>(1,628,013)</u>
<b>Surplus for the financial year</b>	4	<u>6,915,810</u>	<u>2,925,217</u>
Transferred to UNICEF		6,915,810	2,925,217
Transfer to / (from) reserves		-	-
Reserves at beginning of year		<u>121,135</u>	<u>121,135</u>
Reserves at end of year		<u>121,135</u>	<u>121,135</u>

The notes on pages 32 to 37 form an integral part of the profit and loss account and balance sheet.

### Irish Government Contribution to UNICEF

In 2010 the Irish Government contributed US\$14.521 million (€11.446 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.

Approved on 11 April 2011

**Paul Connolly** - Chairman  
**P J Mara** - Director



UNICEF Ireland  
Balance sheet as at 31 December 2010

	NOTE	2010 €	2009 €
<b>FIXED ASSETS</b>			
Tangible assets	8	<u>10,859</u>	<u>8,453</u>
<b>CURRENT ASSETS</b>			
Debtors	9	129,729	60,851
Bank deposits		1,051,314	636,814
Cash at bank		<u>299,409</u>	<u>169,846</u>
		1,480,452	867,511
<b>CREDITORS:</b> amounts falling due within one year	10	(125,368)	(310,815)
<b>Due to UNICEF</b>	12	<u>(1,244,408)</u>	<u>(443,614)</u>
<b>NET CURRENT ASSETS</b>		<u>110,676</u>	<u>113,082</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 pages 32 to 37 form an integral part of this Balance Sheet.

Approved on 11 April 2011

Paul Connolly  
P J Mara

- Chairman  
- Director

UNICEF IRELAND  
Cashflow Statement for the year ended 31 December 2010

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

	2010 €	2009 €
Operating Surplus	6,869,320	2,872,572
Depreciation charges	6,476	5,617
Decrease/(Increase) in debtors	(68,877)	(35,495)
(Decrease)/Increase in creditors	<u>(185,447)</u>	<u>61,034</u>
<b>Net Cash Flow from Operating Activities</b>	<u>6,621,472</u>	<u>2,903,728</u>

CASH FLOW STATEMENT

	2010 €	2009 €
Net cash inflow from operating activities	6,621,472	2,903,728
Deposit Income (Note 7)	46,490	52,645
Taxation	-	-
Capital Expenditure (Note 8)	(8,883)	(6,095)
Management of liquid resources (Note 12)	<u>(6,115,016)</u>	<u>(3,068,269)</u>
<b>Increase/(decrease) in cash in period</b>	<u>544,063</u>	<u>(117,991)</u>

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

	2010 €	2009 €
Increase/(Decrease) in cash in the period	544,063	(117,991)
Net cash at beginning of year	<u>806,660</u>	<u>924,651</u>
Net cash at end of year (Note 14)	<u>1,350,723</u>	<u>806,660</u>

Approved on 11 April 2011

Paul Connolly  
P J Mara

- Chairman  
- 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:

	2010 €	2009 €
Activity:		
Special events	41,365	129,498
Donations	8,426,638	4,294,206
Grants	-	-
Greeting card sales	<u>74,174</u>	<u>76,881</u>
Geographical area:		
Republic of Ireland	<u>8,542,177</u>	<u>4,500,585</u>

**3 OTHER OPERATING EXPENSES (NET)**

	2010 €	2009 €
Cost of generating funds	1,363,909	1,341,356
Management & administration expenses	<u>308,948</u>	<u>286,657</u>
	<u>1,672,857</u>	<u>1,628,013</u>

**4 SURPLUS ON ACTIVITIES**

	2010 €	2009 €
<b>Stated after charging/(crediting):</b>		
Depreciation	6,476	5,617
Operating Lease Rentals	90,000	91,338
Auditors' remuneration	<u>4,538</u>	<u>4,736</u>



## UNICEF Ireland

### Notes on the Financial Statements for the year ended 31 December 2010

#### 5 EMPLOYEES

The average weekly number of employees during the year was 15 (2009: 15)

The aggregate payroll costs of these employees were as follows

	2010 €	2009 €
Wages and salaries	728,041	676,151
Social welfare costs	<u>77,906</u>	<u>73,099</u>
	<u>805,947</u>	<u>749,250</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

	2010 €	2009 €
Deposit interest	<u>46,490</u>	<u>52,645</u>

## UNICEF IRELAND

### Notes on the Financial Statements for the year ended 31 December 2010

#### 8 TANGIBLE FIXED ASSETS

The movements for the year were as follows:

	Fixtures & Fittings €	Computer Equipment €	Total €
<b>COST</b>			
1 January 2010	36,999	104,398	141,397
Additions	<u>855</u>	<u>8,028</u>	<u>8,883</u>
31 December 2010	<u>37,854</u>	<u>112,426</u>	<u>150,280</u>
<b>DEPRECIATION</b>			
1 January 2010	31,880	101,064	132,944
Charge for year	<u>1,186</u>	<u>5,291</u>	<u>6,477</u>
31 December 2010	<u>33,066</u>	<u>106,355</u>	<u>139,421</u>
<b>NBV</b>			
31/12/2009	<u>5,119</u>	<u>3,334</u>	<u>8,453</u>
31/12/2010	<u>4,788</u>	<u>6,071</u>	<u>10,859</u>

#### 9 DEBTORS

	2010 €	2009 €
Income Receivable	123,098	56,740
Prepayments	<u>6,631</u>	<u>4,111</u>
	<u>129,729</u>	<u>60,851</u>



## UNICEF IRELAND

### Notes on the Financial Statements for the year ended 31 December 2010

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

	2010 €	2009 €
Trade creditors	22,753	50,132
PAYE / PRSI	16,377	16,354
Accruals and deferred income	<u>86,238</u>	<u>244,329</u>
	<u>125,368</u>	<u>310,815</u>

#### 11 LEASE COMMITMENTS

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

#### 12 DUE TO UNICEF

	2010 €	2009 €
Balance owed at start of year	443,614	586,666
Surplus for the financial year	6,915,810	2,925,217
Transfer from / (to) reserves	-	-
Less funds remitted to UNICEF	<u>(6,115,016)</u>	<u>(3,068,269)</u>
Balance owed at end of year	<u>1,244,408</u>	<u>443,614</u>

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

	2010 €	2009 €
Surplus from operations	6,915,810	2,925,217
Transferred to UNICEF	<u>(6,915,810)</u>	<u>(2,925,217)</u>
Transfer to reserves	-	-
Reserves at beginning of year	<u>121,535</u>	<u>121,535</u>
Reserves at end of year	<u>121,535</u>	<u>121,535</u>

## UNICEF IRELAND

### Notes on the Financial Statements for the year ended 31 December 2010

#### 14 ANALYSIS OF CHANGES IN NET CASH DEPOSITS

	At 1 Jan 2010 €	Cash flows €	At 31 Dec 2010 €
Cash in hand, at bank	<u>806,660</u>	<u>544,063</u>	<u>1,350,723</u>
	<u>806,660</u>	<u>544,063</u>	<u>1,350,723</u>

#### 15 COMMITMENTS AND CONTINGENCIES

The company had no capital commitments at 31 December 2010. (2009: 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\$14.521 million (€11.446 million) compared with the year to December 2009 of US\$14.931 million (€10.788 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 11 April 2011.

The financial statements were authorised for issue on 11 April 2011.



