

2012

Review of the Year

Believe in ZERO Move closer to ZERO

ZERO starving children
ZERO exploited children
ZERO preventable child deaths



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unicef
聯合國兒童基金會

BELIEVE
IN ZERO

Hong Kong Committee for UNICEF

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The better world you built in 2012

Thanks to your support, UNICEF is empowered to continuously improve children's welfare in 4 main areas, including saving lives, providing education, preventing children from HIV and protecting children from exploitation. Your help also enables UNICEF to provide humanitarian assistances when disasters occur. Some of the humanitarian actions carried out in 2012 include:

- 38.3 million children were immunized.
- 12.4 million people were provided with access to safe water.
- 3 million children had access to improved education.
- 2.4 million children received child protection service.
- 2 million children suffering from severe or acute malnutrition received treatments.
- 1 million people were tested, counseled and referred to treatment of HIV/AIDS.

Children and all of us from UNICEF family are grateful to have your support!
Let's see how celebrities supported UNICEF and responded to your generosity.



Leon Lai, UNICEF Goodwill Ambassador

Leon visited an early childhood development centre in Thailand and played with pre-school children. He appealed for more investment in quality early childhood development.



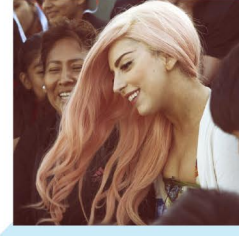
Orlando Bloom, UNICEF Goodwill Ambassador

Orlando visited the beneficiaries of Isibindi, which is a UNICEF-supported programme to provide community assistance for orphans and children at risk of abuse, neglect or dropping out of school in South Africa.



Leo Messi, UNICEF Goodwill Ambassador

Messi made an urgent plea to save the lives of thousands of young children who die from preventable causes. "These children don't have to die, but they do. That number should be Zero." Messi said.



Lady Gaga, UNICEF Supporter

Lady Gaga visited the child-friendly school in Peru and Soweto and put a spotlight on UNICEF-supported programmes.



PSY, UNICEF Supporter

PSY expressed his sincere gratitude to you. Please click here to view the messages from PSY and other UNICEF-supporting celebrities.

www.unicef.org.hk/arc

Around the globe, poverty made hundreds of thousands of children die of preventable causes and being exploited. And a number of natural disasters and conflicts shocked the world in 2012. Children lost their home, health, family and even lives. Thanks to the contributions from dedicated supporters like you, UNICEF maintains an active presence in over 190 countries and territories. Following are some of the merits we jointly achieved.

Afghanistan



We provided quality education opportunities to 100,000 children including preschool-aged children and girls.

Democratic People's Republic of Korea



We treated more than 20,000 children under five with severe and moderate acute malnutrition.

Syria



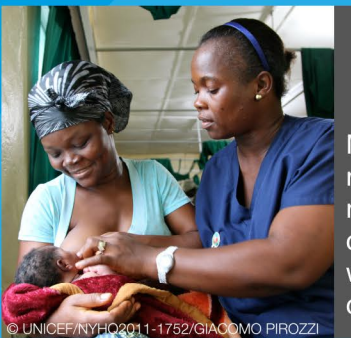
We provided psychosocial support to over 53,000 children and supplied drinking and domestic water to more than 177,000 people.

Haiti



We provided structured recreation and referral network to 120,000 children affected by disaster through 520 child-friendly spaces.

Liberia



More than 20,000 mothers screened for malnutrition received counseling from health workers on infant and child feeding and care.

China



We provided healthcare services to over 1.86 million mothers and 800,000 children under five in 35 poor counties.

Colombia



We distributed life-saving relief supplies and psychosocial support to children and pregnant women affected by flooding and armed conflicts in south-western Colombia.

The Sahel Region



We provided life-saving treatment to more than 850,000 severely malnourished children under five and insecticide-treated bed nets to 7.3 million families to prevent malaria in the Sahel Nutrition Crisis.

Zimbabwe



We continued to support HIV/AIDS prevention, care and treatment programming throughout the country, with up to 87 per cent of HIV-infected pregnant women receiving antiretroviral treatments.

Philippines



We provided safe drinking water to 12,585 people and distributed emergency education supplies to about 35,000 school-aged children after Typhoon Bopha attacked Philippines on 2 December.

Hong Kong Committee for UNICEF (UNICEF HK)

In 2012, we have launched 'Believe in Zero' campaign in Hong Kong, which fully reveals UNICEF HK's belief and work - to advocate for children's rights and raise funds to support UNICEF programmes to move a step closer to zero child suffering! Major activities in 2012 are listed below.

- January**
 - Chief Executive Candidate Forum organised with Alliance for Children's Commission
 - Youth Radio 'Voices of Youth' recruited new hosts
- February**
 - First Code of Practice on Face-to-Face Monthly Donors' Recruitment by UNICEF HK and other 18 Charitable Organisations
 - China Children's Week 'Little Artists Big Dreams Drawing Competition', to support post-earthquake rebuilding work and education projects in Yushu, Qinghai
- March**
 - UNICEF Baby Friendly Hospital Initiative Hong Kong Association 'Baby Friendly Angels' peer counsellor training programme on breastfeeding
- April**
 - Emergency appeal: Sahel Nutrition Crisis
- May**
 - 'Believe in Zero' Cycling Safety Event
 - UNICEF Young Envoys Programme 2012 Appointment Ceremony
 - Recruited School Speaker Volunteers to deliver school talks in primary and secondary schools
- June**
 - UNICEF HK and Cathay Pacific announced that 'Change for Good' inflight fundraising programme had raised over HK\$120 million since it launched in 1991
- July**
 - Field visit to Viet Nam and Gansu, China by UNICEF Young Envoys 2012
 - World Breastfeeding Week 2012 Press Conference
- August**
 - 'Living Gift' Raffle Draw 2012
 - Emergency appeal: Colombia Flooding, Syria Crisis
 - Launch of UNICEF's Inspired Gifts Wedding Registry
 - Announcement of the three selected non-government organisations for 'Unite for Children. Unite for Hong Kong.' Child Rights Advocacy Project 2012 on International Youth Day
- September**
 - Emergency appeal: Yunnan Earthquake
 - Appointment of Internationally renowned cellist Mr Trey Lee as UNICEF HK Ambassador
- October**
 - Halloween fundraising activities to support UNICEF's 'Education For All' Programme
 - Global Handwashing Day 'Soap for Good' Project
- November**
 - 'Believe In Zero, Make A Video' Competition Award Presentation Ceremony in celebration of Universal Children's Day
 - Launch of 'I Donate My Birthday'
 - UNICEF Charity Run, to support UNICEF's 'Unite for Children, Unite against AIDS' global campaign
- December**
 - Emergency appeal: Philippines Typhoon



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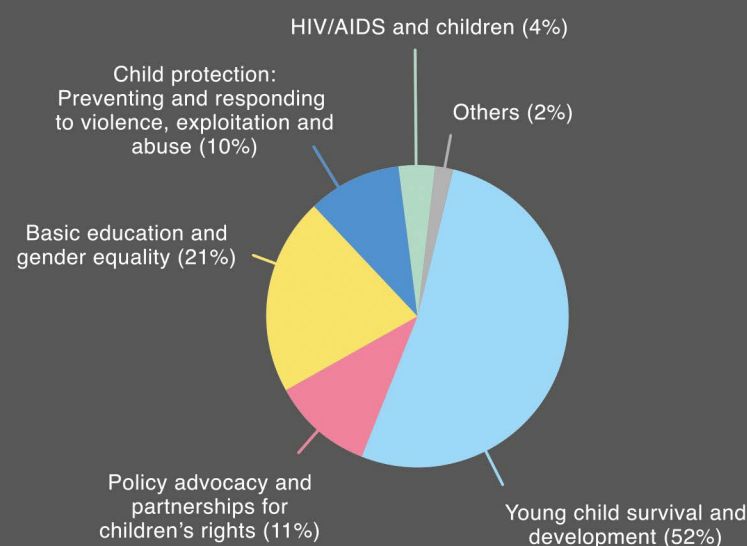
Financial Highlights

UNICEF's work is not funded by the United Nations, we entirely rely on the generous donations from donors like you to achieve zero child suffering! Below are the financial highlights for you to know more about how your donation is helping children in over 190 countries and territories.

UNICEF Programmes Assistance in 2011

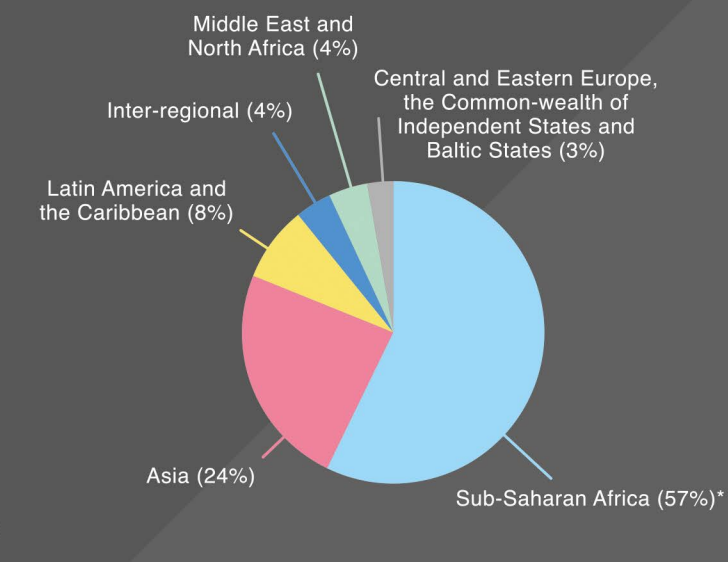
By Programme

Total Programme Assistance: HK\$27,081,600,000



By Geographical Region

Total Programme Assistance: HK\$27,081,600,000

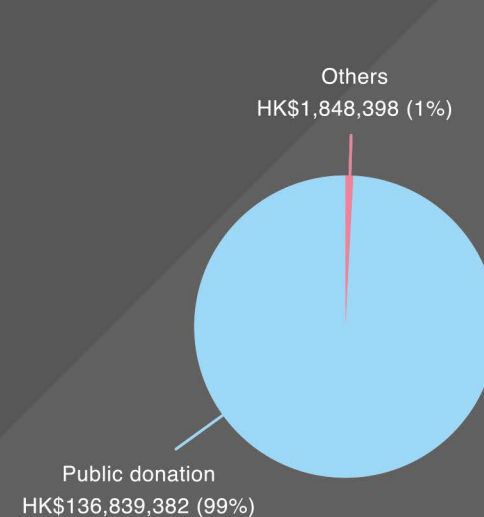


* Expenditure assistance for Sudan and Djibouti is included under sub-Saharan Africa.

UNICEF HK 2011 Financial Highlights

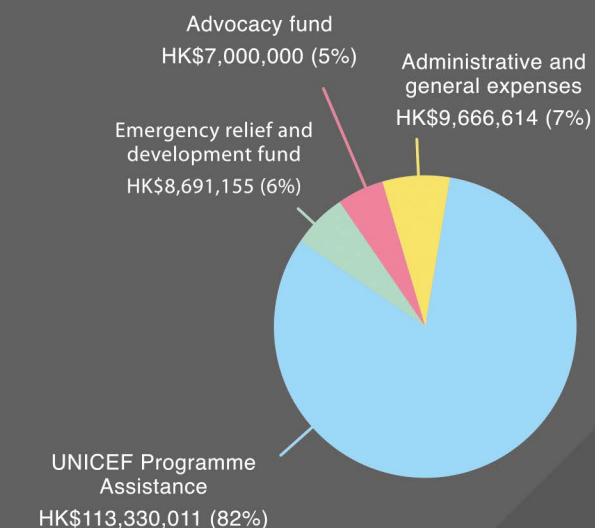
Where the funds were being raised

Total amount: HK\$138,687,780



Where the funds were being distributed

Total amount: HK\$138,687,780



Notes: • The highlights were based on the Financial Statements for the period starting from 1 January 2011 to 31 December 2011, audited by KPMG.
• 2012 Financial Highlights will be provided in the issue of 2013 Review of the Year.

Please donate now to turn ZERO child suffering into reality.



HK\$1,500

provide 16,026 water purification tablets to enable children to drink and wash safely.

[Donate now ▶](#)

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HK\$2,500

provide 1,603 doses of measles vaccine to protect children from this fatal but preventable disease.

[Donate now ▶](#)

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HK\$3,500

provide 532 packets of high-energy biscuits to save malnourished children's lives in emergency situations.

[Donate now ▶](#)

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