



2010 Review of the Year

What a Difference a Quarter of a Century Makes

It has been 25 years since the establishment of the Hong Kong Committee for UNICEF (HKCU) in 1986. At our silver jubilee, I would like to take this opportunity to express our sincere thanks to you for your continuous support to HKCU.

The quarter of a century anniversary marks a significant milestone for HKCU. In the past 25 years, we have launched numerous successful fundraising campaigns such as “Change for Good”, “Friends of UNICEF” monthly donation programme, “China Children’s Health Fund” monthly donation programme and the UNICEF Charity Run, raising over HK\$1.5 billion for countless children worldwide. Your unfailing support to our work over the years is the cornerstone of our successful campaigns and programmes, which have improved lives of children and women in over 150 developing countries.

2010 was sadly a year of catastrophes. The Haiti earthquake, Gansu mudslide, Pakistan flood, Kyrgyzstan riots and so on, have ruined homes, left children orphaned and claimed many young innocent lives. Apart from natural disasters, still, a startle number of children are suffering from various threats with some of them struggling just to survive. Currently, there are 150 million children aged 5-14 years engaged in child labour, 200 million undernourished children under 5 in the developing world, 72 million children out of school, 2.5 million children under 15 living with HIV, while alone in China, 347,000 children under 5 have died of mainly preventable causes in a year.

Although creating a world fit for every child remains a challenging task, it is nevertheless our mission. Holding onto this faith, we work tirelessly to improve the health services, education and sanitation for the vulnerable children around the world. Every dollar you donate can definitely light up their lives. Continuing on our achievements in the past 25 years, let’s join hands together in the next 25 years to build a bright future for all children.

Sincerely



Judy Chen
Chairman
Hong Kong Committee for UNICEF



Year Major milestones

- | Year | Major milestones |
|------|--|
| 1946 | United Nations Children’s Fund (UNICEF) was established |
| 1965 | UNICEF was awarded the Nobel Peace Prize |
| 1986 | The Hong Kong Committee for UNICEF was founded |
| 1991 | Launched “Change for Good” in-flight fundraising campaign with full support of Cathay Pacific Airways |
| 1993 | Organised the first China Children’s Week to raise funds for the purchase of polio vaccines
Launched the first monthly donation programme – “Friends of UNICEF” |
| 1994 | Baby Friendly Hospital Initiative Hong Kong Association was registered, thus becoming the first NGO dedicated to promoting breastfeeding and protecting infant health |
| 1996 | Initiated UNICEF Young Envoys Programme |
| 2000 | Co-established UNCRC – Child Ambassadors’ Scheme with funding support of the Government |
| 2003 | Co-established Hong Kong’s first Children’s Council as a platform for children’s views to be voiced |
| 2005 | UNICEF Youth & Information Centre came into operation |
| 2006 | Launched UNICEF Charity Run – the first to be themed around fighting against AIDS in Hong Kong |
| 2008 | Published Hong Kong’s first study on friendliness of families with the University of Hong Kong |
| 2009 | Launched Hong Kong’s first CRC educational kit suitable for all primary schools
4 Climate Ambassadors attended Children’s Climate Forum in Copenhagen on behalf of HKCU |
| 2010 | <ul style="list-style-type: none">● Broke UNICEF Charity Run’s highest records of funds raised and number of participants● Created Hong Kong’s first children online radio station, “Voices of Youth”● “Change for Good” accumulated over HK\$100 million in donations |

Thanks for supporting and bringing achievements to HKCU in these 25 years!

Long-term Programme Assistance

UNICEF works in over 150 developing countries and territories to help children survive and thrive.



UNICEF has procured 18 million doses of oral polio vaccine and trained health workers to combat against the deadly outbreak of polio virus in **Congo**.

© UNICEF/NYHQ2010-2797/Olivier Asselin



Students participate in a hand-washing lesson led by a UNICEF staff member at a school in **Mongolia**.

© UNICEF/NYHQ2010-0437/Cullen



A health worker marks a boy's finger to indicate that he has been vaccinated at a health outreach post. UNICEF works with the Government to run the measles immunization campaign in **Zambia**.

© UNICEF/NYHQ2010-1457/Nesbitt



Internally displaced school children listening to their teacher during the mathematics class inside temporary classroom provided by UNICEF in the camp for the displaced people in the **Philippines**.

© UNICEF/PHIA2010-0001/Draga



Children at their first day of school receiving UNICEF educational material in a Palestinian refugees' camp in **Lebanon**. 32,000 children from 75 primary schools benefited from this distribution.

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In **Yemen**, 27,000 young people participated in activities offered at 10 child-friendly spaces and youth centres established by UNICEF and its partners.

© UNICEF/NYHQ2007-1642/Pirozzi



Ms. Giramaria is HIV-positive, but because she participated in a UNICEF-supported programme in **Uganda** to prevent mother-to-child transmission (PMTCT) of the virus, her daughter is HIV-negative.

© UNICEF/NYHQ2010-1497/Shehzad Noorani



In **Kenya**, increased government and donor funding enabled the expansion of a UNICEF-supported cash transfer programme for families with vulnerable children from 30,000 households to 75,000 households in 47 districts.

© UNICEF/Bonn

Emergency Relief

In times of disaster, UNICEF provides immediate emergency support to ensure children's survival needs.

Haiti Earthquake

On 12 January 2010, a major magnitude 7.3 quake hit Haiti, leaving behind a death toll of over 220,000 persons and over 300,000 injured.

UNICEF promptly:

- immunised 2 million children against polio, diphtheria, and measles.
- provided education materials and psychological support to children.
- delivered safe drinking water to the affected area.



© UNICEF/NYHQ2010-2736/Ramonedá



© UNICEF/NYHQ2010-2548/Dormino

Pakistan Monsoon Flood

Monsoon floods across Pakistan in July 2010 have affected over 20 million people. UNICEF has responded to the emergency by:

- delivering immunisation services, de-worming and health education messages to 3.5 million children and 1 million pregnant women.
- setting up 1,328 temporary learning centres benefiting nearly 100,000 children.

Gansu Mudslide

In August 2010, heavy rains triggered landslides and mud-rock flows in northwest China's Gansu Province, Zhouqu County. 45,000 people had to evacuate.

UNICEF reacted promptly by despatching supplies worth approximately HK\$1,560,000 in total, including:

- 2 ambulances, maternal and child health and care equipment.
- cold chain equipment for vaccines and 5,000 student kits.



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© UNICEF/China2010

Qinghai Earthquake

On 14 April 2010, a 7.1-magnitude earthquake hit Yushu Tibetan Autonomous County in northwest China's Qinghai Province. The earthquake left 2,700 people dead and 12,135 injured. Over 85% of homes in the epicentre collapsed in the earthquake, leaving 100,000 people homeless.

UNICEF's immediate supplies to the affected area:

- warm winter clothing was provided to more than 25,000 children.
- educational and recreational materials to 21,500 school children.

Libya Crisis

In February 2011, over 100,000 refugees fled crisis-hit Libya to Tunisia and Egypt. UNICEF addressed the urgent needs of children and women affected by the crisis in Libya and mobilised staff and relief supplies to the western and eastern borders of Libya.



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© UNICEF/NYHQ2011-0427/Adam Dean

Japan Earthquake

On 11 March 2011, Japan was struck by a magnitude 9 earthquake and the consequent tsunami.

In response to the crisis, UNICEF took the following actions:

- provided immediate relief supply for children in need.
- set up child-friendly spaces to deliver a package of community-based services, including psychosocial support.

Hong Kong Committee for UNICEF

The Hong Kong Committee for UNICEF (HKCU) works tirelessly to raise funds through public donations, partnerships with companies and special events to support UNICEF's work. HKCU also promotes and advocates for children's rights via organizing various education and youth programmes in Hong Kong. 2010 Activity Highlights are listed below:

January



- Emergency appeal: Haiti Earthquake
- Field visit to Local Action for Rural Children project site in Yunnan, China by Mr. Leon Lai, UNICEF Goodwill Ambassador
- China Children's Week "Little Artists Big Dreams Drawing Competition", to raise funds for poor children in China



March

- The Children's Council Meeting 2009/2010 & Closing Ceremony

April

- Emergency appeal: Qinghai Earthquake

May

- UNICEF & Lang Lang Fundraising Concert, to raise funds for the affected children and women in Qinghai Earthquake



June

- UNICEF Young Envoys Programme 2010 Appointment Ceremony
- The Kick Off Ceremony of "Voices of Youth", an online children radio station



July

- Field Visit to Nepal by UNICEF Young Envoys 2010

August

- Emergency appeal: Pakistan Flooding
- Emergency appeal: Gansu Mudslide
- World Breastfeeding Week
- "Pushing Forward" Humanitarian Campaign by UNICEF Young Envoys Club

September

- The First Episode (Child Participation & Introduction of VOY) of "Voices of Youth" On Air



October

- Halloween fundraising activities, to support UNICEF "Education for Gansu children" programme



November

- UNICEF Charity Run

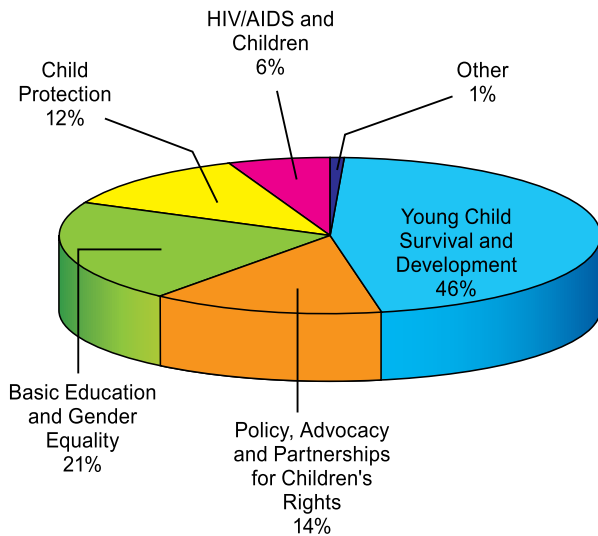
Financial Highlights

Over 86% of our staff works in the field. UNICEF receives no funding from the United Nations, and relies on donors to help build a world fit for children.

UNICEF Programme Assistance in 2009

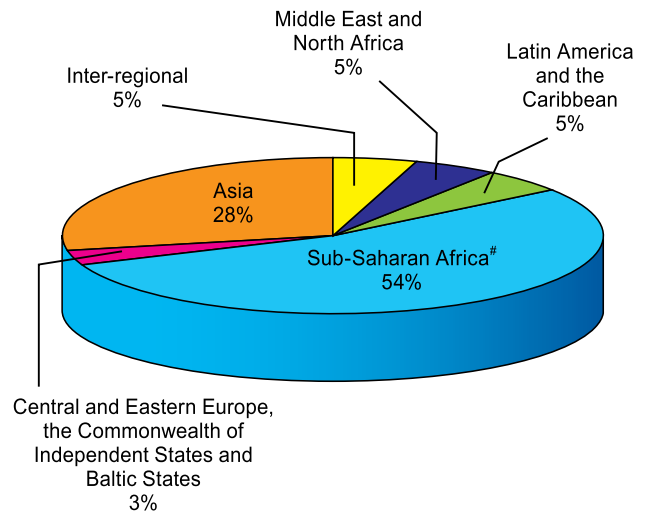
By MTSP Focus Area

Total Programme Assistance:
HK\$22,896,540,000



By Geographical Region

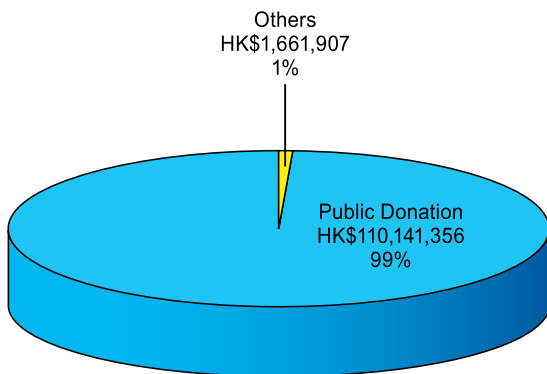
Total Programme Assistance:
HK\$22,896,540,000



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

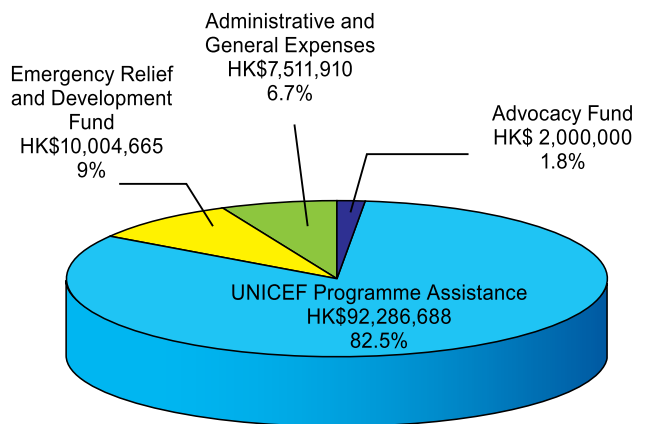
Hong Kong Committee for UNICEF 2009 Financial Highlights*

Where the funds were raised



Total amount: HK\$111,803,263

Where the funds were distributed



Total amount: HK\$111,803,263

The highlights were based on the Financial Statements for the period starting from 1 January 2009 to 31 December 2009, audited by KPMG.

*2010 Financial Highlights will be provided in the issue of "2011 Review of the Year".