

# UNICEF Switzerland and Liechtenstein never gives up.

2023



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## Mandate

UNICEF Switzerland and Liechtenstein was established in 1959. It represents UNICEF's interests in Switzerland and in Liechtenstein and is one of the 33 national committees for UNICEF. The objective of UNICEF Switzerland and Liechtenstein is to collect funds to support the global programs, to protect the rights of children throughout the world, in Switzerland and in Liechtenstein, and to provide information about UNICEF's work.



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## The organization

UNICEF Switzerland and Liechtenstein has the structure of an association and is therefore a legally independent entity recognized as having charitable status.

The link to UNICEF International is governed by a written agreement.

The supervisory bodies are made up of the Assembly of Delegates and the Managing Board. The President is Christian Levrat. The Business Office is based in Zurich. It has the mandate to operationalize the strategies and priorities resolved by the Assembly of Delegates.

UNICEF Switzerland and Liechtenstein employs a staff of around 63.

UNICEF Switzerland and Liechtenstein places the highest demands on data protection, efficiency and transparency within the organization, and has had its operations certified in accordance with the ISO 9001 standard and the Digital Trust Label. UNICEF Switzerland and Liechtenstein publishes its annual financial statements in accordance with Swiss GAAP FER accounting guidelines. This is the standard that ZEW0 requires of its members.



## Finance

UNICEF Switzerland and Liechtenstein is financed entirely by private donations. In 2023, the income from fundraising came to CHF 71.4 million.

### UNICEF's focus areas in 2023



**23.8%**  
Emergency relief



**2.5%**  
Survival



**28.5%**  
Education



**14.3%**  
Comprehensive programs



**8.4%**  
Child protection



**22.5%**  
Unrestricted donations

In 2023, programs in 35 countries as well as initiatives in Switzerland and Liechtenstein were supported:

The aim of UNICEF Switzerland and Liechtenstein is to keep administrative costs as low as possible so that the largest possible share of donations can be used for the benefit of needy children worldwide.

The donations collected by UNICEF Switzerland and Liechtenstein are made up of **Individual Fundraising and Partnerships & Philanthropy**:

#### Individual Fundraising

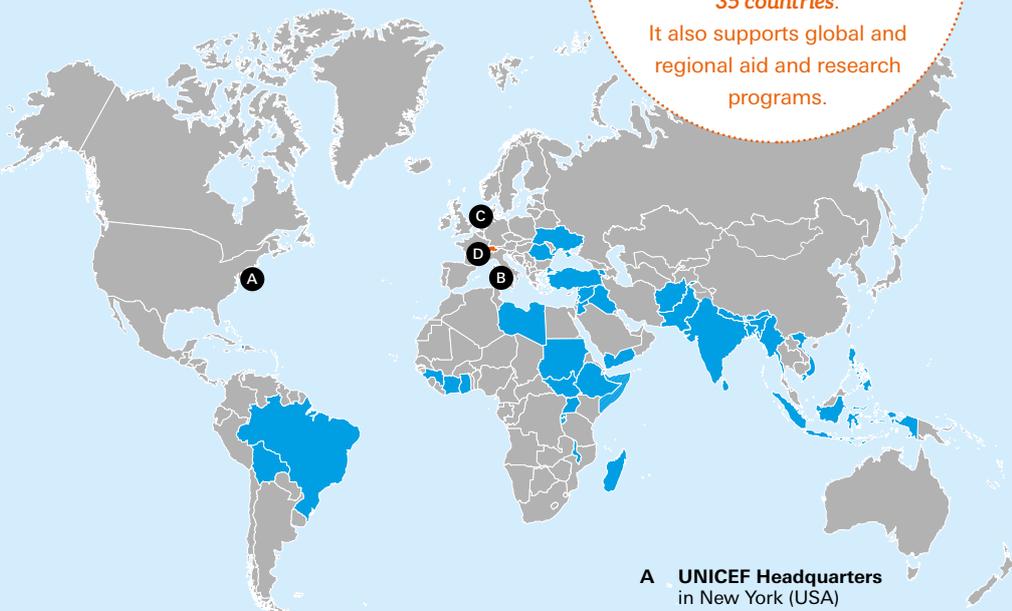
- Donations from collections
- Individual and regular donations (project sponsors, members, global parents)
- Fundraising with Children
- Channels: direct mailings, internet, face to face, telemarketing

#### Partnerships & Philanthropy

- Donations from foundations, organizations, cities
- Contributions from businesses, corporate donations
- Contributions from major sponsors
- Sales of cards
- Legacies and inheritances

## UNICEF programs supported by donations from Switzerland and Liechtenstein

UNICEF Switzerland and Liechtenstein supports programs in various countries. Their primary purpose is to pilot new, innovative measures and then work with governments to extend them to a larger number of people, villages and regions, based on the experiences gained. The programs funded by UNICEF Switzerland and Liechtenstein are developed and implemented locally by UNICEF staff together with representatives of governmental and non-governmental organizations. UNICEF Switzerland and Liechtenstein visits the programs on a regular basis and receives detailed financial reports.



#### Legend:

■ Programs supported by UNICEF Switzerland and Liechtenstein

- A** UNICEF Headquarters in New York (USA)
- B** UNICEF Office of Research – *Innocenti* in Florence (Italy)
- C** UNICEF Supply Division in Copenhagen (Denmark)
- D** UNICEF Switzerland and Liechtenstein

## UNICEF's children's rights work in Switzerland and Liechtenstein

UNICEF works to ensure that children and young people in Switzerland and Liechtenstein are protected, nurtured and given an opportunity to participate. The basis is the UN Convention on the Rights of the Child (CRC). Both countries are committed to the Children's Rights Convention. Nevertheless, there is still much to be done in implementing it here. Find out more at [unicef.ch/national](https://www.unicef.ch/national).

### Monitoring the implementation of children's rights

Switzerland and Liechtenstein lack data on the situation with children. Their point of view is rarely considered. Regular monitoring is necessary to respect child rights. This gap in data is being closed with the [child rights barometer](#) developed by UNICEF Switzerland and Liechtenstein and OST – the Eastern Switzerland University of Applied Sciences.

### Child rights education

One of UNICEF's focal areas is [raising awareness of children's rights](#). Because children can only expect to get their rights for themselves and others if they know what these are. Adults also have to be familiar with children's rights. One key aspect lies in the right to participate and to be heard.

### Mental health

Investment in awareness raising and prevention makes it possible to boost [young people's mental health](#). UNICEF promotes an evidence-based dialog between civil society, academia and politicians to develop needs-based and sustainable solutions to strengthen young people's mental health.

### Child-Friendly Cities Initiative

All children have the right to grow up in a healthy and safe environment. The ["Child-Friendly Cities"](#) initiative supports cities, towns and communities in creating the conditions that make that precise goal possible. By the beginning of 2024, 68 cities had already been certified in Switzerland and Liechtenstein.

### Child-Friendly Living Spaces

For healthy development, children need spaces that they can discover, conquer and change. UNICEF Switzerland and Liechtenstein advocate in the ["child-friendly living spaces"](#) field of competence for awareness raising, networking, special events, studies and publications for participative development and maintenance of "child-friendly living spaces."

### Entrepreneurial responsibility for children

Companies can have [an impact on children's rights](#) by their actions throughout the entire value chain – directly, e.g., with regard to child labor, marketing practice or product safety. Or an indirect impact, for example through working conditions for parents or consequences for the environment. UNICEF works to ensure that children's rights are considered in the relevant regulations, and supports companies in dealing with risks and impacts of their activities on children's rights.



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## Support UNICEF by:



making  
a single donation



becoming  
a member



becoming  
a Global Parent



taking on a project  
sponsorship



leaving  
a legacy



becoming  
a company sponsor

### UNICEF Switzerland and Liechtenstein

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für jedes Kind