

Annual report UNICEF Switzerland and Liechtenstein 2025



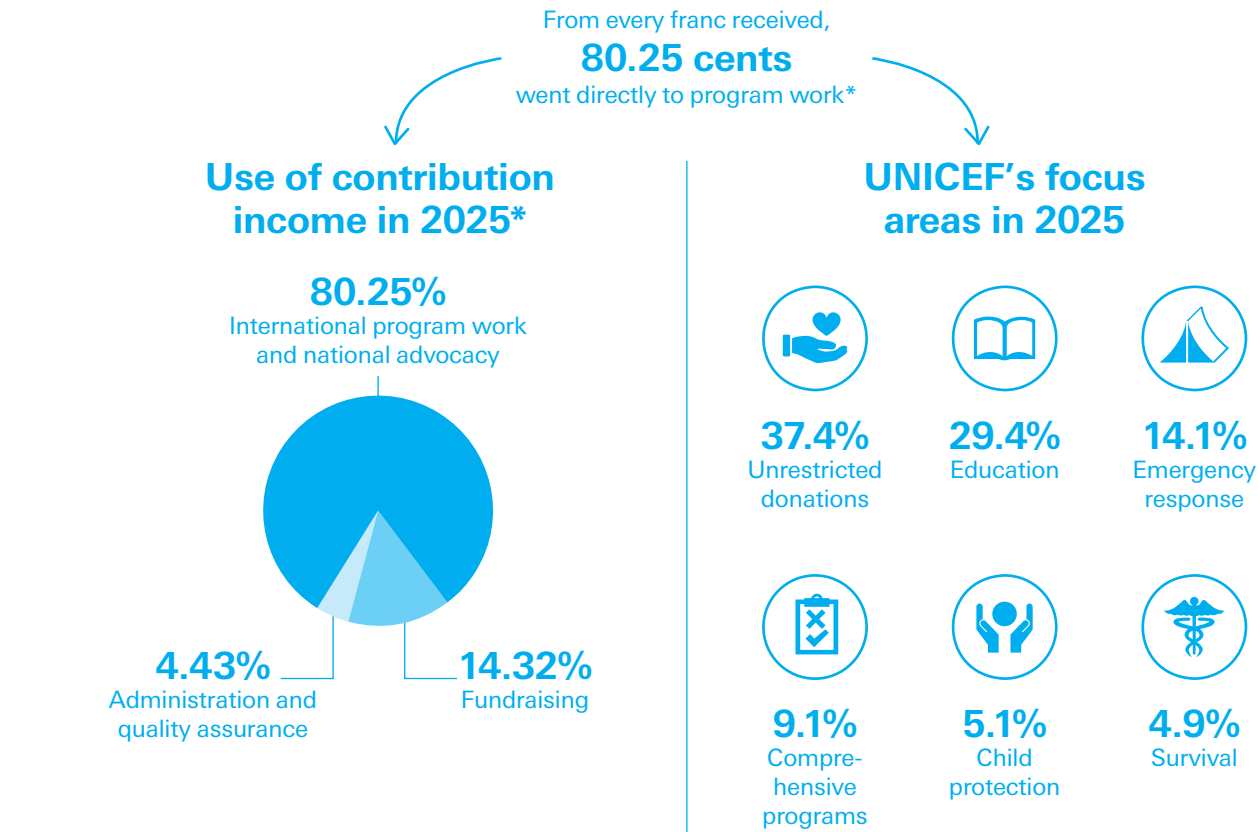
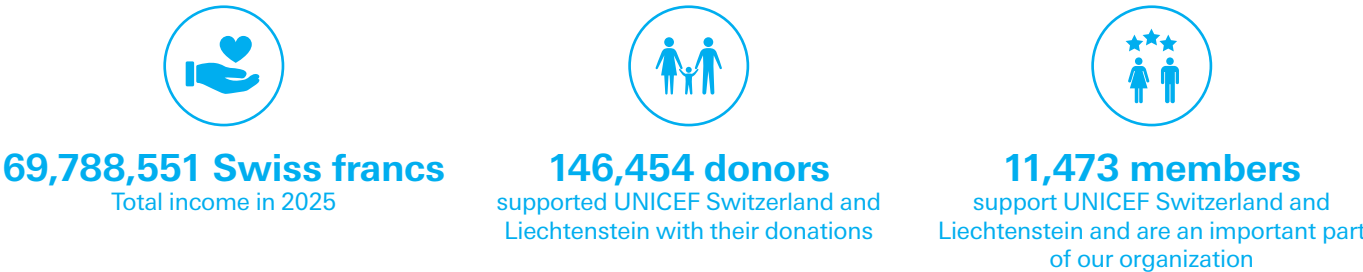
📍 Afghanistan, primary school

Balance sheet 2025

UNICEF is active in over 190 countries and regions across the world, helping children receive care, attend school and grow up protected from violence. UNICEF also actively works to strengthen child rights in Switzerland and Liechtenstein.

UNICEF Switzerland and Liechtenstein places great importance on transparency and accountability. We want our supporters to know how we operate and how their donations are being used. We are committed to creating efficient and sustainable impact with clear guidelines for conduct and systematic monitoring in our international program work.

All UNICEF employees must adhere to comprehensive ethics guidelines with detailed rules of conduct regarding child protection. Cases of misconduct are subject to a “zero tolerance” policy. When it comes to making the world a better place for children, we never give up. Thank you for your support.



* One percent of donation income was used to cover financial losses, the accrual of funds and profit. These are posted to reserves.

Dear Friends of UNICEF



Looking back at the past year, what stands out to me is the fragility of the world in which our children are growing up. The ongoing armed conflicts in Ukraine, Gaza and Sudan, the effects of climate change and global economic instability have created challenges for children around the world. Cuts to foreign aid and humanitarian assistance complicated the already daunting tasks of aid organizations like UNICEF immensely. Yet, amid the darkness, there remains a ray of hope: your unwavering solidarity.

You, dear friends of UNICEF, have never given up, and this makes our work possible. Behind every program and every initiative in Switzerland and Liechtenstein, you'll find children whose lives were changed for the better – through access to safe water, protection from violence, or having more say in decisions that affect them. Even with the challenges of last year, “UNICEF. For every child” is a promise that we could deliver on – thanks to your support.

During my visit to Afghanistan, I saw something extraordinary. Life there is extremely difficult for children, especially girls. Afghanistan is one of the hardest places in the world to be a child. The child mortality rate is astonishingly high and prospects are low. But amid this great need, I was moved most deeply by the unwavering resilience of the children. I saw first-hand how your contributions help UNICEF-supported health and education programs. Mothers with severely malnourished children received medical assistance. Girls, despite being barred from attending school, were getting an education. These impressions underscored our commitment to leaving no child behind. My trip to Afghanistan has faded from the headlines, but our commitment to provide aid remains strong.

We have also succeeded in strengthening children's rights in Switzerland and in Liechtenstein. We celebrated the 30-year anniversary of Liechtenstein's ratification of the CRC, sending a “child rights bus” on a year-long tour through the principality. We worked together with other aid organizations in Switzerland to prepare guidance on child refugees in collective shelters. The number of “Child Friendly Communities” has continued to rise. And we have continued to uphold our responsibilities as an organization and, in line with our sustainability strategy, consistently integrated environmental, social and corporate governance aspects into our business activities.

In 2025, UNICEF programs made a considerable difference in 36 countries, thanks to the generous support of people like you. Your trust is our most precious asset, and for this I thank you wholeheartedly. We began the year facing a mountain of challenges, and ended it with great pride in all that we were able to accomplish. The urgent need for humanitarian aid for children around the world remains as critical as ever. **Together, we never give up. For every child.**

Bettina Junker
Executive Director
UNICEF Switzerland and Liechtenstein

Never give up In 36 countries

UNICEF Switzerland and Liechtenstein supports programs in the areas of survival and development, education, child protection and emergency relief in 36 countries. It also supports global and regional aid and research programs.

International

Selection of programs and emergency response actions in countries and areas that UNICEF Switzerland and Liechtenstein supported in 2025.

- A

UNICEF Headquarters
in New York (USA)
- B

UNICEF Office of Research –
Innocenti in Florence (Italy)
- C

UNICEF Supply Division
in Copenhagen (Denmark)
- Programs and emergency relief
supported by UNICEF Switzerland
and Liechtenstein

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02	Haiti	Emergency response	p. 6
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04	Gaza	Emergency response	p. 9
05	Ukraine	Emergency response	p. 10
06	Myanmar	Emergency response	p. 10
07	Philippines	Emergency response, education	pp. 10, 16, 18
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09	Burkina Faso	Child protection	p. 12
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National

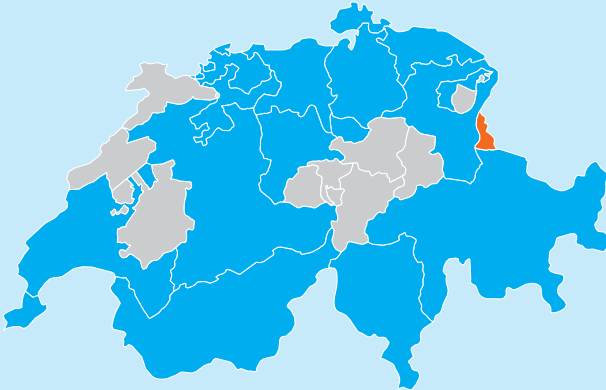
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Switzerland and Liechtenstein

– WEF “Crystal Award”
– Voice of Youth
– Executive Directors’ Meeting
– “Star Weeks”
– 30 years of children’s rights in Liechtenstein
– Child Rights Day
– Children’s rights in the digital sphere
– Recommendations for asylum policy
– Children’s rights and business
– “Child Friendly Communities” initiative
– UNICEF Women’s Dinner
– Sustainability Report 2025
– Locarno Triathlon

UNICEF also stands up for the rights of children in Switzerland and Liechtenstein through initiatives and advocates for children’s rights.

- Cantons with “Child Friendly Communities”
- “Child Friendly Communities” in Liechtenstein



→ Learn more at [unicef.ch/en](https://www.unicef.ch/en)

Never give up Every minute counts

UNICEF was committed to helping children during the worst crises of 2025. Last year, we provided essential relief aid in Haiti, Syria and Sudan through the Emergency Relief Fund. This fund enables us to send aid quickly to where it's needed most, provide access to safe water for millions of people, treat children suffering from malnutrition, administer medical care and psychosocial support, and provide education and protection to hundreds of thousands of children.



Sudan: 6.8 million children under five were examined for acute malnutrition, over 612,000 received lifesaving treatment.

Haiti: 883,000 people were given clean water, 129,000 children were treated for acute malnutrition.

Syria: 7.5 million children received humanitarian aid, millions of people were supplied with safe drinking water and hygiene services.

Highlights of 2025



WEF “Crystal Award” for David Beckham

Davos. David Beckham, a UNICEF Goodwill Ambassador since 2005, received the “Crystal Award” at the 2025 World Economic Forum for his long-term humanitarian work and his commitment to improving the lives of children worldwide. The award recognizes individuals who have made positive impacts on society. One of David Beckham’s initiatives is the 7 Fund, which promotes education, equality and vaccinations. He also uses his celebrity status to support UNICEF programs by highlighting urgently needed aid for children. UNICEF maintained a presence at the WEF through a billboard campaign with the message “Humanity is not a role. It’s a choice.” The billboards featured images of UNICEF Goodwill Ambassadors including Beckham, Angélique Kidjo, Audrey Hepburn and Orlando Bloom.



Voice of Youth

Switzerland. In September, UNICEF Switzerland and Liechtenstein awarded the first “Voice of Youth” prize, recognizing young people who embody courage, responsibility and inspiration, to 21-year-old Mahbube Ibrahim, who fled Iran at the age of 16 and arrived in Switzerland as an unaccompanied minor. Despite considerable challenges and driven by an unshakable will to learn and the desire to give back, she quickly found ways to educate herself. In 2023 she started “Wild Flower,” an online learning platform that offers instruction in languages, computer science and other subjects to girls in Afghanistan. She also launched “Growing Together,” a project which seeks to raise awareness about gender equality among men living in Swiss asylum centers.



Executive Directors’ Meeting in Zurich

Zurich. Once a year, the heads of the UNICEF National Committees (NatComs) meet for knowledge exchange at the Executive Directors’ Meeting. The 2025 meeting, hosted for the first time by UNICEF Switzerland and Liechtenstein, was held over October 22–24 in Zurich. The event brought together the Executive Directors of the NatComs, youth representatives, UNICEF executive leadership and important partners, and focused on the organization’s growing funding challenges and the development of shared impact, innovation and sustainability strategies. The participants discussed how UNICEF can continue to help children in need through urgent, unified and creative action in light of the significant decline in global public sector funding.



Gaza

Emergency response Childhood among the ruins

Gaza. After more than two devastating years of armed conflict in Gaza, the situation for children has worsened considerably. A total of 3.3 million people, including 1.7 million children, are dependent on humanitarian aid. Conditions in Gaza are dire, with over 500,000 people suffering from acute famine conditions, much of the healthcare system destroyed and medical facilities reduced to rubble. The risk of polio and other epidemics has increased. Massive damage to water and sanitation facilities has led to a grave shortage of safe drinking water. Many of Gaza’s children have been displaced several times, are separated from their families and suffer from severe trauma. They have limited access to education as numerous schools have been destroyed or rendered unusable. In 2025, UNICEF focused on returning essential basic

services to Gaza, working to restore basic healthcare services with mobile teams, medical supplies and vaccination campaigns for 120,000 children under the age of three. Care for newborns and children was improved, and work began on rebuilding more than thirty healthcare facilities. Young children were screened and treated for acute malnutrition, and infants particularly at risk were given special support. Nearly 1.9 million people were provided with access to safe drinking water, sanitary facilities and hygiene articles. UNICEF provides protection to unaccompanied and at-risk children, supports the reunification of families and offers psychosocial support. It helps children exercise their right to education, even under extreme conditions, through the use of alternative and informal learning programs.

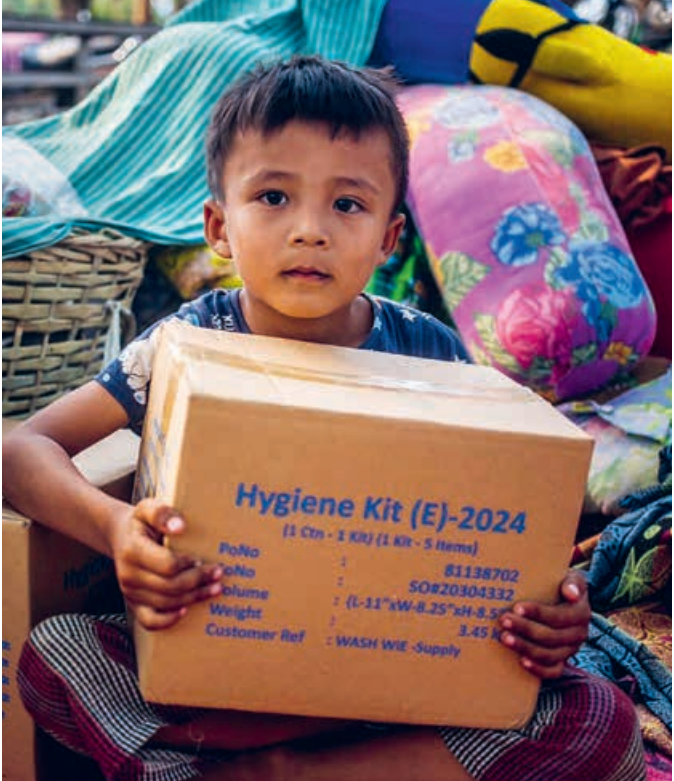
Emergency response

Education, even in wartime

Ukraine. More than three years after the outbreak of war, the situation for Ukraine’s children remains perilous. 1.5 million children live along the front lines, 3.7 million people have been internally displaced and 6.2 million have fled to other parts of Europe. The destruction of the water, energy, heating, school and health infrastructures, along with subsequent attacks, has repeatedly left entire communities without power, heat and water – an especially life-threatening situation in winter. In 2025, UNICEF focused on education and early childhood development. We made repairs to damaged schools and developed learning materials and digital and alternative learning formats so that children can continue to learn despite the war. UNICEF also repaired water infrastructures and delivered safe drinking water and hygiene articles. Mobile medical teams, vaccination programs and basic health services are reaching at-risk families. Psychosocial support and “child-friendly spaces” offer protection and stability to children experiencing trauma.



Sofiia (17) stands in front of the ruins of her former high school in Kharkiv in northeast Ukraine. The building was destroyed by shelling.



On March 28, 2025, a 7.7-magnitude earthquake struck Myanmar. UNICEF was already present in the country and was able to respond with immediate aid. Phone Payae (5) from Sagaing Region receives a hygiene kit with emergency supplies.

6.9 million children need our help.

Childhood on shaky ground

Southeast Asia. The situation in Myanmar remained critical in 2025. The ongoing humanitarian crisis was made worse by armed conflict, economic hardship and the earthquake on March 28. 21.9 million people, including 6.9 million children, needed help. The earthquake destroyed water systems and medical facilities, increasing the risk of disease outbreaks. Many of the children were displaced several times and separated from their families; they are now suffering from psychosocial trauma. In October 2025, the Philippines experienced strong earthquakes which caused severe damage and put 700,000 people in urgent need of assistance. Schools and WASH (water, sanitation and hygiene) systems were destroyed. UNICEF was already present in both countries before the disasters and was able to provide help immediately. We distributed drinking water and hygiene kits, made repairs to the basic WASH infrastructure, dispatched mobile health services, treated acute malnutrition and offered traumatized children protection and psychosocial support. UNICEF also offered alternative and digital education programs to children with no access to school.

Humanitarian contribution

Afghanistan. UNICEF ambassadors conduct field visits to use their celebrity to bring awareness to a country’s problems and raise funds to tackle them. UNICEF has been active in Afghanistan for over 75 years. The humanitarian crisis since the takeover by the Taliban has hit children and their families especially hard. Nearly two-thirds of the population are dependent on aid. The geopolitical situation, the effects of climate change, earthquakes and the ongoing exodus have posed significant challenges, especially for the children. Almost half of all children under five are malnourished. Only half of the country’s school-aged children have access to education and many girls are barred from attending school after the sixth grade. A rare silver lining can be found in the work of humanitarian organizations. On his first field visit as a Goodwill Ambassador for UNICEF Switzerland and Liechtenstein, singer-songwriter Bastian Baker saw the program work being carried out on the ground first-hand. Among other

“The people need our help – so that the light in the children’s eyes doesn’t go out when they grow up.”

Bastian Baker, UNICEF Ambassador

places, he visited a hospital and a school, and his impressions were reported last year across Swiss magazines, radio and television – for example on the prohibition on making music. The visit happened to occur at a time when the Taliban had shut off the internet, creating even more challenges for the people of this crisis-stricken country. Bastian Baker has seen first-hand that Afghanistan’s children are in urgent need of aid.



Bastian Baker (UNICEF Switzerland and Liechtenstein Goodwill Ambassador) saw UNICEF programs at work on his first field visit to Afghanistan. His itinerary included visits to health and education facilities.

Child protection



Korotimi (UNICEF Counselor) meets with a survivor of gender-based violence in her office in the Women’s and Girls’ Safe Space in Gourga, a safe environment where she can offer help.

“Safe spaces” for women and girls

Burkina Faso. From 2024 to 2026, UNICEF Switzerland and Liechtenstein supported the program “Prevention and Response to Gender-Based Violence, Sexual Exploitation and Abuse” in Burkina Faso. The program supports women and girls – especially those who have experienced or are at risk of gender-based violence. It establishes safe spaces for women and girls, four of which were created with the support of UNICEF Switzerland and Liechtenstein. These spaces are equipped with learning materials and games and offer counseling as well as training in life skills and income-generating activities. They strengthen communities, for example by engaging men, boys and local leaders in campaigns promoting prevention, positive masculinity and changing norms. In addition, local protection and supply systems (community stakeholders, health and child protection structures, government authorities) are being strengthened long-term through training, better coordination and functional referral systems. Despite laws, strategies, plans of action and humanitarian interventions, gender-based violence remains a challenge in Burkina Faso, where over 1.3 million people sought protection from sexualized and gender-based violence in 2024.

Between September 2024 and February 2025, UNICEF opened a safe space that reached 802 women and 253 girls through awareness and prevention measures on gender-based violence. 300 took part in workshops on financial independence, professional skills and boosting self-confidence. 578 women and 322 girls received psychological and psychosocial counseling and support.

578 women and 322 girls received psychological and psychosocial counseling and support.

Survival

Strengthening health systems

Nepal. Since 2025, UNICEF Switzerland and Liechtenstein has supported the program “Strengthening Health Systems,” which seeks to improve the health system and develop sustainable structures. In recent years, Nepal has succeeded in lowering the maternal and infant mortality rate, but the risk of death remains high, especially in disadvantaged regions. “Strengthening Health Systems” follows a comprehensive approach that combines medical care and new technologies. The program’s goal for 2027 is to have trained 250 health workers and equipped 15 birthing centers and 15 hospitals with modern medical equipment for newborn, child, adolescent and maternal healthcare, improving access to health services for nearly 2,500 pregnant women and young mothers. These measures may save the lives of an estimated 800 newborns. For thousands of children, it means the chance for a safe and healthy start in life.



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2025: CHF 3,410,093
Focus on survival

Maternal and newborn health, the strengthening of health and nutrition systems, mental health and psychosocial well-being, early detection and treatment of malnutrition

85% develop-
mentally on track.



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Promoting early childhood development

Bolivia. Between 2023 and 2025, UNICEF Switzerland and Liechtenstein supported the program “Early Childhood Development,” a program aimed at bringing sustainable improvements to the development of young children. Bolivia has indeed made important progress in this area, but disparities persist in rural regions. 85 percent of Bolivia’s children are developmentally on track. A total of 59,395 children benefited from the program. 1,675 skilled personnel received training and 43,156 parents were advised on improving their parenting skills. The program resulted in clear improvement to early childhood health and development, creating better conditions for children to grow up healthy. This program was discontinued in mid-2025, and since September 2025, UNICEF Switzerland and Liechtenstein has supported a similar program which helps parents, caregivers and communities, trains skilled personnel and augments healthcare systems.

“Star Weeks”

“Star Weeks” award ceremony

Zurich. On May 14, 2025, the “Star Weeks” awards ceremony was held at the Schauspielhaus Zurich. This “grand finale” event was a thank you to all the children who raised funds for disadvantaged infants and children in Burundi in 2024. The twelve nominees were applauded by around 600 guests attending with their families and friends. Family-friendly entertainment was provided by Marius Tschirky from Marius & die Jagdkapelle, the comedy duo Men on Birds and singer Stefanie Heinzmann. Tschirky, Heinzmann, Manu Burkart and Anatole Taubman served as guest presenters.



Winners:

Individual child: Lukas from Freienwil AG, “Vendor’s tray with homemade cards, lucky charms and dried prunes.”

Friends/Siblings: Anouk, Rhea, Noelia and Juna from Liestal BL, “Gelli-print cards.”

Families: The Sciarra family with Elia and Lorena from Bremgarten b. Bern, “Pizza è amore.”

Schools: Second-grade class from Berikon AG, “Vegetable farmers market.”



2025 “Star Weeks” Helping child refugees in Chad

Sudan/Chad. The awards ceremony also served as the introduction to the new “Star Weeks” program. Last year’s creative fund drive helped children living in Sudan’s largest neighbor, Chad. The conflict in Sudan has entered its third year and has produced one of the greatest displacement crises of our time, with around 12 million people forced to leave their homes. By the end of 2025, nearly a million people had fled to refugee camps in Chad. For children, such a displacement often means the loss of safety, education and healthcare. At the same time, Chad – one of the poorest countries in the world – is itself facing enormous challenges. The arrival of hundreds of thousands of Sudanese refugees and Chadian returnees is pushing the local communities to their limits. It has placed severe strain on water supplies, schools and clinics. Firewood and arable land are becoming increasingly scarce. UNICEF has been active in Chad since the beginning of the crisis, providing lifesaving aid to children and their families. It offers targeted assistance across the board to refugees, Chadian returnees and the local population. The children participating in the “Star Weeks” campaign came up with numerous creative fundraising ideas to help children in Chad, including sponsored runs, circus performances, magic shows, casino nights and Christmas market stands with guetzli and punch. Funds were raised to provide clean drinking water, basic sanitation and hygiene, medicine and treatment for infants and young children suffering from malnutrition. UNICEF protects children from violence, provides psychosocial support and creates child-friendly spaces where children can play and recover from trauma. Special assistance is given to children who are unaccompanied or separated from their families. Education remains important, even in crises. Temporary learning spaces, school materials and support programs help children in Chad create a better future for themselves. The “Star Weeks” donations help provide protection, stability and renewed hope to children in Eastern Chad during one of the most challenging humanitarian crises of our time.

90% of refugees
are women and children.



UNICEF “Star Weeks” provided essential aid to children and families who have fled to Chad to escape the conflict in Sudan.



These girls made and sold wristbands as part of their “Star Weeks” fundraising drive to help children in Chad.

Innovative learning programs



Philippines. UNICEF Switzerland and Liechtenstein supports improving digital teaching and learning opportunities in the Philippines in multigrade schools where children from different classes are taught together. In some remote areas, the number of teachers and students is too small to hold classes separately. The main challenges of this instructional model include a lack of tailored learning materials and insufficient teacher training to manage multiple grades simultaneously. UNICEF launched a pilot project to provide digital learning resources for around 5,000 children in 100 schools. 100 teachers and 162 school administrators were trained in the use of these materials. Parents were informed about safe and responsible technology-assisted learning. After implementation, the participants' experiences will be evaluated to measure their learning success as well as to make continued improvements to the materials and implement the project at the national level.

Partnerships

Global partnership with local impact

Bhutan. When UNICEF and the Z Zurich Foundation launched their “Thriving Together” partnership in 2021, we shared a common goal: sparking global action to promote young people’s mental health and well-being. What began as a joint commitment has now grown into a global initiative, incorporating mental health topics into educational systems and offering support to young people through specific tools. In 2024, the initiative was expanded to include 15 program countries around the world and now impacts millions of young people and their caregivers. One of these countries is Bhutan. In October 2025, a team from UNICEF and the Z Zurich Foundation visited Bhutan to review progress, exchange learnings and explore measures to further strengthen the program. Methods for emotion regulation, stress management, mindfulness and peer support activities are helping young people understand their feelings and develop strategies for coping with the challenges of daily life. UNICEF Bhutan is working closely with the government to incorporate these measures into the country’s educational system to create a systematic, long-term approach to promoting youth mental health.



Longstanding commitment

Philippines. For 16 years, the MSC Foundation has been a steadfast partner to UNICEF, supporting education and nutrition programs around the world. This partnership now continues with the launch of the educational initiative “The Learning Bridge” in the Philippines. In Mindanao, poverty, armed conflicts, effects from the Covid-19 pandemic, extreme weather events and poor infrastructure have led to dramatically falling rates of school enrollment and literacy. This program tackles these challenges with a holistic approach that includes new teaching materials, play-based learning methods and training for over 7,000 educators, and the planning and construction of a climate-smart floating school. “The Learning Bridge” will help around 400,000 children access quality education over the next three years.



Digital inclusion

Geneva. The new Giga Connectivity Centre opened on June 16, 2025, at the Campus Biotech in Geneva. Giga, the global initiative of UNICEF and the International Telecommunication Union, aims to connect every school in the world to the internet by 2030. In 2025 alone, Giga mapped over 2.2 million schools in 143 countries and supported increased access to connectivity to more than 24,000 schools, benefiting approximately 11 million students. The new Giga offices in Geneva provide partners, governments and technology stakeholders with room to meet for exchange and innovation, thus strengthening Switzerland’s role in promoting global educational equity and digital inclusion.



Solis holiday campaign

Switzerland. Solis of Switzerland took part in a special campaign for UNICEF during the Christmas season. From December 2 to December 31, 2025, the household appliance manufacturer donated five percent of sales from its Swiss online shop to UNICEF to support vital programs for children worldwide. These programs help children in need and include vaccine campaigns as well as initiatives to promote education and safe drinking water. This partnership helped reach more children in need, offering them protection, better health and brighter outlooks for the future. At a time that emphasizes giving, the campaign showed how collaborative action can have tangible effects. We wish to thank Solis and all who supported this campaign for their invaluable assistance.



Commitment to supporting mental health

Geneva. Youth mental health is a topic needing more attention. With that in mind, the UNICEF-led Global Coalition for Youth Mental Health held the event “Bright Minds, Healthy Futures” on November 5, 2025, at the Palais des Nations in Geneva. Representatives from the public and private sectors discussed measures and investment possibilities to strengthen the mental health of young people and their caregivers. The event included a discussion of the Coalition’s newly published study “2025 Report on perceptions of mental health” as well as insights from three UNICEF Youth Champions and reflections from UNICEF ambassador Anatole Taubman. UNICEF would like to thank everybody who participated for their commitment to youth mental health.



2025: CHF 20,375,280 for education programs

Early childhood education, education, primary education, adolescent education and skills, girls’ education, inclusive education and education in emergencies as well as for strengthening education systems and innovation

Children's rights in Switzerland and Liechtenstein

30 years of children's rights in Liechtenstein

Liechtenstein. The summer of 2025 marked the beginning of Liechtenstein's 30-year anniversary of its ratification of the Convention on the Rights of the Child. During this anniversary year, we have partnered with other organizations that advocate for children and youth. Under the slogan "Vorfahrt für Kinderrechte," we worked together to raise awareness of children's rights and illustrated the activities of the various organizations through child rights sponsorships. As part of the anniversary observance, UNICEF Switzerland and Liechtenstein converted a LIEmobil city bus into a colorful, fun vehicle to travel around the principality for one year to raise awareness about children's rights. The idea for the bus was put forward by young people who took part in the "jubel Forum" in 2024. June 11, 2025, was International Day of Play, and on that day we ceremonially launched the bus together with Kinderlobby (the network of child and youth organizations in Liechtenstein) and the Principality of Liechtenstein. The launch was a memorable success, with musical entertainment provided by children and teens, a word of welcome from Government Councillor Dr. Emanuel Schädler and plenty of opportunities for fun and play. About 200 people came out to see the launch of the bus and help celebrate the start of the anniversary year.



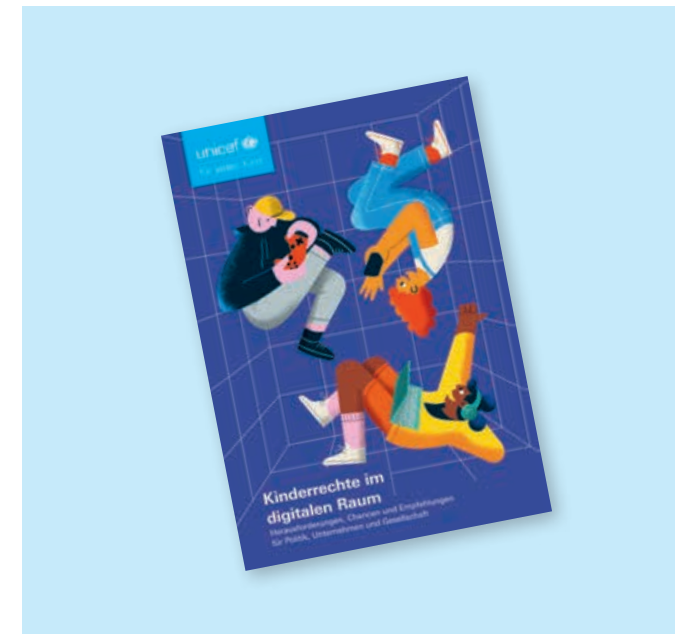
The bus was ceremonially launched on June 11, International Day of Play, and is traveling around the Principality for one year to raise awareness about children's rights.



Know and assert your rights

Switzerland and Liechtenstein. We are committed to getting the word out on children's rights – because only those who know their rights can exercise and assert them. We strive to make our explanations clear and understandable for children and we encourage them to assert their rights. At the same time, we also aim to raise awareness in adults (a key but often overlooked aspect), as they bear the responsibility to implement children's rights and listen to the concerns of children and youth. UNICEF Switzerland and Liechtenstein provides information in various forms in its aim to reach both children and adults. Publications and materials on children's rights were ordered from our website a total of 36,750 times in 2025 alone. We now also offer products for "Child Rights Day" on November 20. Colorful graphics form the central element of the new materials: a poster illustrating aspects of children's rights, a sticker set for turning any poster into a promotion for Child Rights Day, postcards for sharing or sending through the mail and colored chalk sets for young artists to express their creativity.

Images of Liechtenstein: © UNICEF/CHFL – Illustration covers: © UNICEF/CHFL/Martine Marnbourg



Protecting children in the digital sphere

Switzerland and Liechtenstein. "Children's Rights in the Digital Sphere" (available in German, French and Italian), published in March, highlights both the challenges and the opportunities for safe, age-appropriate activity online. The digital world has made its way into all aspects of the lives of adults, children and youth. Digital applications are mainly developed with the economic interests of companies in mind. They are not geared to the well-being of children and show little concern for the developmental needs of children and youth. This can lead to child rights violations with strong impacts on children and youth under certain circumstances. The recommendations are specifically aimed at illustrating the possibilities for implementing children's rights in the digital sphere for businesses, society and public policy. For children and youth to have full protection, support and participation, including in the digital sphere, we must all work together.

"Protection-seeking children in collective shelters: Recommendations for Swiss asylum policy"

Switzerland. From the perspective of children's rights, collective shelters harbor countless risks including lack of privacy, insufficient protection from violence and lack of access to education and psychosocial support. This publication (available in German, Italian and French) presents specific recommendations designed to support the efforts of the stakeholders involved in making the conditions in collective shelters more child friendly. It is designed to improve protection, support and participation for children in collective shelters. The rights enshrined in the UN Convention on the Rights of the Child are internationally binding and apply without limitations to children seeking protection, including in Switzerland. These recommendations are addressed to stakeholders of the competent authorities (federal administration, cantons and municipalities), the organizations or administrative bodies in charge of accommodation and care, and shelter managers and staff.



Children’s rights and business

Switzerland and Liechtenstein. The “Children’s Rights and Business” division of UNICEF Switzerland and Liechtenstein implemented several follow-up actions subsequent to the release of the study “Children’s Rights and Finance” in late 2024. The webinar “Understand your impact on children’s rights beyond child labor” (organized by SECO, the UN Global Compact Network Switzerland & Liechtenstein and Save the Children) referred to the findings in the study to discuss the many ways in which businesses in different sectors can impact children’s rights – through product safety, marketing practices, working conditions tailored to the needs of parents and environmental impacts. For example, various impacts on children’s rights were assessed along the value chain of a smartphone, from the production of the raw materials needed to produce a phone to the opportunities and risks that young users encounter. The study was introduced and discussed in the monitoring group of the National Action Plan on Business and Human Rights (NAP). One of NAP’s aims is to inform stakeholders in the area of investment and financial services about their impact on human rights, including children’s rights. The study serves in this context as a resource and guide for businesses. The complete study “Children’s Rights and Finance” and accompanying recommendations can be found on our website.



76 “Child Friendly Communities” in Switzerland and Liechtenstein.



Growth of the “Child Friendly Communities” initiative

Switzerland and Liechtenstein. In 2025, Switzerland and Liechtenstein continued their successful implementation of the “Child Friendly Communities” initiative. The total number of “Child Friendly Communities” rose to 76. In addition, four communities were newly certified while nine communities successfully completed the re-certification process. This shows that child-friendly policy in Switzerland and Liechtenstein is gaining a stronger foothold at the community level. Four regional round-table discussions were held to promote exchange and examine current issues in communal policies affecting children and youth. These discussions offered the communities a platform for informed dialog, exchange and mutual learning. They also aimed to strengthen existing new partnerships with cantons and businesses and establish new ones. Such partnerships have once again proven to be key to the initiative’s success. In addition, the initiative’s processes and impact were evaluated by Interface, bringing important findings to light that contribute to the qualitative development and strategic alignment of the initiative.

Miscellaneous



UNICEF Women’s Dinner

Liechtenstein. More than two dozen women from the spheres of politics, business and civil society met on September 16, 2025, for the UNICEF Women’s Dinner at Restaurant Ruuf in Schaan. Host Bettina Junker, CEO of UNICEF Switzerland and Liechtenstein, led an inspiring evening that offered opportunities for exchange and networking. The focus of the evening was on the important role of women in the implementation and safeguarding of children’s rights. The event was met with enthusiasm and allowed for lively discussion. Another Women’s Dinner is planned for 2026. UNICEF wishes to thank all those who attended, including UNICEF ambassador Tina Weirather and Liechtenstein UNICEF delegates Claudia Fritsche and Martina Sochin-D’Elia, who actively participated in this event.



Sustainability Report 2025

Switzerland and Liechtenstein. UNICEF Switzerland and Liechtenstein’s second Sustainability Report provides a transparent glimpse into the organization’s sustainability strategy and activities as well as its governance structure for effective implementation. We assess our progress along our three strategic pillars – for children and youth, for UNICEF Switzerland and Liechtenstein, and for the planet: the measures implemented, the impacts being felt today and the challenges still faced. The report was developed in accordance with the GRI (Global Reporting Initiative) standards and illustrates how we can take responsibility and integrate sustainability in our organization.



Triathlon Locarno

Locarno. The weekend of September 6–7, 2025, marked the return of the Locarno Triathlon, for which UNICEF Switzerland and Liechtenstein was an official charity partner for the fourth year. The triathlon took place in picturesque surroundings along Lake Maggiore. Children aged three and older participated in the Kids Triathlon. When registering online, participants had the option of augmenting the entry fee payment with a donation to UNICEF Switzerland and Liechtenstein to help children in conflict regions. Contributions were voluntary and not tied to participation in the triathlon. UNICEF Switzerland and Liechtenstein was present on both days, with an information/game stand at the Lido Locarno and in the Triathlon Village.

Peace For every child



At the Eurovision Song Contest in Basel, UNICEF Switzerland and Liechtenstein sent a clear message to all who were listening: Peace. For every child. The image of a peace dove spreading music could be seen on signs, in streetcars, and online.

Illustration: © UNICEF/CH-FR/Francesca Cattaneo

Your help makes a difference Thank you

Last year, many contributors, invaluable partners, businesses, foundations, communities, cities, cantons, organizations, prominent citizens and the Swiss Confederation gave their generous support. In addition, over forty individuals supported UNICEF through legacy gifts. We would like to thank all of them from the bottom of our hearts. Our work would not be possible without them.

ALDI SUISSE AG
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Some donors and partners wish to remain anonymous.

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Balance sheet

in CHF	12/31/2025		12/31/2024	
Assets				
Cash and cash equivalents	19,292,986		16,640,848	
Trade accounts receivable	867,802		735,941	
Other current receivables	52,419		98,073	
Inventories	87,735		57,601	
Accrued income and deferred expenses	145,463		263,238	
Current assets	20,446,405	57.25%	17,795,701	59.11%
Financial assets	11,721,194		11,749,864	
Movable fixed assets	167,311		141,806	
Immovable fixed assets	3,364,000		400,000	
Intangible assets	15,663		20,883	
Non-current assets	15,268,168	42.75%	12,312,553	40.89%
Total assets	35,714,573	100.00%	30,108,254	100.00%
Liabilities and capital				
Trade accounts payable	1,270,761		1,534,181	
Payables to related parties	16,563,065		14,269,490	
Other current liabilities	67,612		192,720	
Accrued expenses and deferred income	1,646,786		400,373	
Current debt capital	19,548,224		16,396,764	
Non-current provisions	2,152,000		0	
Total debt capital	21,700,224		16,396,764	
Fund capital	3,859,260		3,698,431	
Total debt and fund capital	25,559,484	71.57%	20,095,195	66.74%
Special-purpose capital	6,934,515		6,937,205	
Profit brought forward 01/01	3,075,854		2,659,062	
Withdrawal from/transfer to special-purpose capital	2,690		–35,170	
Annual profit/loss before change in organization capital	142,030		451,962	
Free capital	3,220,574		3,075,854	
Organization capital	10,155,089	28.43%	10,013,059	33.26%
Total liabilities and capital	35,714,573	100.00%	30,108,254	100.00%

Operating statement

in CHF	2025		2024	
Operating income				
Fundraising income	69,393,670		69,548,749	
Other operating income	394,881		312,758	
Operating income	69,788,551	100.00%	69,861,507	100.00%
Operating expenses				
Program expenses	–54,629,715	78.28%	–55,535,136	79.49%
Advocacy and public relations	–1,375,561	1.97%	–1,448,655	2.08%
Fundraising and marketing	–9,994,501	14.32%	–10,033,564	14.36%
Administration and quality assurance	–3,098,083	4.43%	–2,853,100	4.08%
Operating expenses	–69,097,860		–69,870,455	
Operating profit/loss	690,691		–8,948	
Financial result	–387,832	0.56%	693,437	0.99%
Profit/loss before change in fund capital	302,859		684,489	
Change in fund capital	–160,829	0.23%	–232,527	0.33%
Annual profit/loss (before transfers to/ withdrawals from organization capital)	142,030	0.21%	451,962	0.65%
Transfers to/withdrawals from organizational capital				
Change in special-purpose capital	2,690	0.01%	–35,170	0.05%
Change in free capital	–144,720	0.20%	–416,792	0.60%

Assets
Total assets as at December 31, 2025, were up CHF 5,606,319 on the previous year. Liquidity and fixed tangible assets changed substantially from the previous year, the latter increasing by CHF 2,964,000 due to the recording of real estate assets from an inheritance.

Liabilities and capital
The fund capital improved by CHF 160,829. Greater activity was observed with regard to Child Protection, “Child Friendly Communities,” thematic funding and the Emergency Relief Fund. The establishment of the Emergency Relief Fund made it possible to allocate emergency funding to crises that have received little attention, such as the humanitarian crisis in Sudan. Because of high donations collected toward the end of the year, the payables to UNICEF were higher at year-end. These funds will be transferred by June 30, 2026, at the latest. The positive result of CHF 142,030 strengthens the organization’s sustainability and its support for the programs and initiatives of UNICEF.

Statement of activities
In 2025, we posted income of CHF 69,788,551. From this income, 80.25 percent (previous year 81.57 percent) went to the international and national program work of UNICEF. Expenses for fundraising amounted to 14.32 percent (previous year 14.36 percent). Administrative and quality assurance costs totaled 4.43 percent (previous year 4.08 percent). Funds from the posting of the inherited real estate will be put toward UNICEF works after sale. Support for UNICEF programs fell by 1.32 percent. These figures reflect a slight increase in fundraising and administrative costs. We continue to work on optimizing costs in order to increase UNICEF’s net donation amount. The annual financial statements were drawn up in accordance with the principles of Swiss GAAP FER.

Make your legacy one that endures

A legacy gift or bequest to UNICEF allows you to lay the foundation for a better future for children. Learn more at unicef.ch/gift-in-will

unicef.ch/gift-in-will



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About UNICEF

UNICEF is the United Nations Children's Fund. For 80 years, we have been working to save children's lives and support their well-being in more than 150 countries and regions, including some of the world's most remote and dangerous regions. In emergencies, UNICEF is one of the first organizations to arrive and deliver essential relief supplies.

Support UNICEF:



Make a single donation



Become a member



Become a Global Parent



Take on a project sponsorship



Leave a legacy



Become a corporate partner

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