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UNITED NATIONS CHILDREN'S FUND
Executive Board

Report of the Canadian UNICEF Committee and the
United States Committee for UNICEF to the Executive Board

Organization, History and Background

1. UNICEF national committees in Canada and the United States were founded in different ways, according to prevailing traditions and structures within their own countries. ~~Despite these differences, the organizations have evolved very similar national structures.~~
2. The Canadian UNICEF Committee was founded in 1955 as a sub-committee of the United Nations Association in Canada, whose national office had for several years previously operated the Halloween and Greeting Card Programmes for UNICEF. In 1969 the committee was incorporated as an independent non-profit organization under the laws of Canada. The national organization is governed by a Board of Directors and Executive Committee, and has decentralized the operation of its programmes into provincial committees in all ten provinces of Canada, and 16 local committees in principal centres throughout each province. It is estimated that over 30,000 adult volunteers and probably a million children participate in UNICEF activities throughout Canada each year.
3. The United States Committee for UNICEF was established in 1947 as a semi-official body with offices loaned by the United States Mission to the United Nations. In 1953, the committee was reconstituted as a private, non-profit (tax exempt) organization. Today the committee is governed by a Board of Directors

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and an Executive Committee, and maintains a national secretariat to service its programmes. These programmes involve millions of volunteers in principal centres throughout the country.

4. Possibly the best indication of the successful development of national committees in North America, and the wide-based volunteer support for their programmes, is the fact that in the past ten years (1961-1970) the Canadian committee has contributed \$9,800,000, and the United States Committee \$47,800,000, to UNICEF or 77.5 per cent of all funds channelled through national committees during this period. Incidentally, in 1970 the contributions from our two committees represent 16.3 per cent of UNICEF's total income.

Current Programmes

5. As UNICEF nears its 25th anniversary, its name is virtually a household word throughout Canada and the United States, largely due to the public's acceptance of and participation in the following broadly based programmes offered by the North American committees.

Fund-raising programmes

6. The major programmes of our committees have traditionally been the Hallowe'en collections and the sale of UNICEF Greeting Cards. Through both programmes information on UNICEF's work has been widely disseminated to voluntary organizations, educational institutions and the communications media. Numerous civic and religious organizations have endorsed the programmes and have lent their active support to them. Among the millions of participating volunteers there is a whole generation of North American children who have helped UNICEF and because of these activities UNICEF is known by a far larger segment of the North American public than any other programme or agency of the United Nations.

7. The Hallowe'en programme on 31 October annually involves millions of elementary school children throughout Canada and the United States. The programme has two main objectives, to provide information to North American children on their counterparts in the developing countries, and to allow them to share

their Hallowe'en collection with children who need their help. One of the interesting results of the Hallowe'en programme is the increasing involvement of teenagers in support of UNICEF through self-conceived and self-operated activities.

8. The UNICEF Greeting Card Programme has been operated extensively throughout Canada and the United States through direct-mail sales and volunteer-operated sales outlets. Here again the involvement of thousands of volunteers in the sale of UNICEF cards has created a wide base of public awareness of UNICEF as well as providing the funds so necessary for UNICEF programmes.

Public information

9. The North American committees have put increasing emphasis on the wide distribution of information on the problems affecting children in developing countries and UNICEF's specific role in providing assistance. The committees have worked very closely with the press and electronic media at both national and local levels. The Canadian UNICEF Committee has organized seminars on the problems of children and UNICEF's work. The United States Committee for UNICEF has established an Information Centre on Children's Cultures to provide accurate information to children in the United States about children in other countries. Its extensive collection of material for children is used by editors, teachers, librarians, and others who reach wide audiences. Each committee produces a magazine/news letter which is widely circulated to the general public as well as to the news media and to interested organizations.

10. In addition to these broadly based programmes, both committees have received many donations and bequests; have conducted emergency appeals for UNICEF; have participated in joint fund-raising ventures such as "Miles for Millions" walks and have arranged for the joint adoption of specific UNICEF projects with other organizations.

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Relationship with UNICEF

11. Due to the proximity to UNICEF headquarters, North American committees have maintained a very close liaison and contact with many departments within the UNICEF administration, principally the Greeting Card Fund, the Public Information Division, the Special Adviser (Fund-Raising), and to a lesser extent, the Programme and Comptroller's Divisions. Inevitably, the necessity of dealing with individual departments has resulted in considerable extra effort on the part of the national committees, as well as of UNICEF personnel, and has led to some confusion. While acknowledging this difficulty, both North American committees wish to thank the UNICEF administration for their help and generous co-operation which are vital to our programmes and activities. At the same time, our committees wish to recommend that UNICEF give consideration to the provision of the liaison and administrative facilities which could effectively co-ordinate information and fund-raising requirements and other activities of the national committees.

Government Relations

12. The North American national committees have very close relationships with their respective Governments.

13. The Canadian UNICEF Committee has maintained very close relationship with the administrative and political arms of the Canadian Government, by providing supplementary information on UNICEF and its programmes, and by presenting briefs to them on UNICEF and its financial needs. These efforts have had a direct influence on the increasing level of the Canadian contribution to UNICEF over the past few years.

14. In the United States it has been found effective to establish an independent Citizens Committee for UNICEF in Washington, whose responsibility is to maintain relations with the legislative branch of the United States Government, through formal presentations and through providing information on UNICEF to members of

the Congress. As a result of these representations, the UNICEF appropriation, a part of the United States foreign aid programme, has been approved year by year without serious difficulty.

Co-Operative Relationships

15. The North American committees have established very firm working relationships with many other non-governmental organizations, by providing information on UNICEF and its programmes, by obtaining the support of these organizations, and by operating joint fund-raising ventures.

16. In Canada, the Canadian UNICEF Committee has operated, in co-operation with 14 other agencies, a national "Miles for Millions" walk programme. Through this programme, in excess of half a million dollars have been contributed to UNICEF over the past three years. The idea of using "walks" for education and fund-raising purposes on behalf of international development is spreading throughout the United States and Europe, and could be a very substantial source of support and revenue for UNICEF in the years ahead.

17. In the United States, the co-operative relationship between the United States Committee for UNICEF and many non-governmental organizations has been crucial to the growth of support for and awareness of UNICEF assistance. Some 35 national organizations, including all significant civic, religious and educational organizations, have endorsed the work of UNICEF and their constituent groups and members have participated actively in the projects sponsored by the United States Committee.

The National Committee as a Resource to UNICEF in the Future

18. The national committees have been an important resource to UNICEF in the past. Their potential for the future may be even greater. Ways in which this basic supporting role of national committees might be expanded in the future are set forth below.

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Relationship to their own Governments

19. UNICEF as a member of the United Nations family is related primarily to the Governments with which it works. A national committee can, therefore, serve as an effective supplementary liaison between its own Government and the UNICEF administration. The committee can build public support for the government's involvement in UNICEF, and if the country is represented on the UNICEF Board help assure that government representation is of the highest calibre. The national committee should continue to:

- (a) help establish a body of sympathetic support for UNICEF in all related branches of the Government;
- (b) press for increased government contributions to UNICEF using such methods as are appropriate for citizens' appeals to their own Government;
- (c) create a continuing relationship with the Government's bilateral aid programmes, and encourage co-operation in countries in which both UNICEF and bilateral agencies are involved;
- (d) submit recommendations to the government representatives on the UNICEF Executive Board;
- (e) develop the "funds-in-trust" concept for UNICEF-assisted projects.

Relationship to non-governmental organizations

20. Recognition of the non-governmental organization and its interest in international affairs was clearly formalized in the Charter of the United Nations. Those organizations which belong to a Non-Governmental Organizations' committee of UNICEF, support the Children's Fund. North American committees depend heavily on them to tell the UNICEF story. Recognizing this source of support, a national committee should:

- (a) provide an information programme for the members of these organizations related to the organizations' own interest;
- (b) encourage non-governmental organizations' participation in the approved projects of the national committees, such as Hallowe'en, Greeting Cards and "Miles for Millions";

/...

- (c) provide information about and encourage these organizations' support of and participation in UNICEF adopted projects or "Noted" projects.

Education

21. UNICEF in its 25th year is one of the key agencies in the process of development and assistance. The national committees, with established and growing constituencies, have an unparalleled opportunity to build an education programme, stressing the importance of development in the 1970s. Because of the extent of public interest and the potential of even greater interest, the committee can:

- (a) interpret UNICEF in the context of "development", stressing the critical role of the child in this context;
- (b) prepare educational materials focused on well-defined audiences ranging from children to adults. Special attention should be given to materials which can be used by children and their teachers, so that young people will have the foundation for continuing their activities on behalf of UNICEF;
- (c) give special attention to the use of mass media, in order to reach vast audiences which may be receptive to ideas presented by UNICEF;
- (d) co-operate with "national commissions" or other bodies set up to motivate public opinion in support of the United Nations Second Development Decade by providing detailed information on UNICEF's programmes and plans.

Fund raising

22. It is suggested that national committees examine urgently the following additional sources of revenue:

- (a) Emergency appeals. Both UNICEF and national committees should establish a stand-by programme for major emergencies, which would include methods of distributing information on UNICEF's involvement in the emergency, and facilities to raise and receive funds, either through individual appeals on behalf of UNICEF or co-operative appeals in conjunction with other major international organizations providing assistance in the emergency.

- (b) **Foundations.** National committees in co-operation with UNICEF Planning and Programme Divisions should recognize the potential of national foundations for funding programmes and projects, particularly those of an experimental nature. National committees might contact the foundations to obtain funds for research, experimental programmes, and the joint funding with national committees of UNICEF adopted or "Noted" projects.
- (c) **Industry.** National committees should initiate programmes to interest industry in the work of UNICEF and to obtain its support through financial contributions, the funding of specific UNICEF projects, and/or contributions "in kind" of materials or equipment required by UNICEF or its programmes.
- (d) **Provincial or state governments.** National committees might investigate the feasibility of approaching provincial or state legislatures for assistance in cash or kind, particularly when provinces or states have products needed by the country in question. This approach has been successful in two Canadian provinces during recent emergency appeals.
- (e) **Endowments, bequests and donations.** Each year national committees receive considerable revenue from unsolicited donations and bequests. Recognizing the substantial revenue received by charities and hospitals throughout North America, it is suggested that national committees organize a suitable approach to the general public and to professional organizations and individuals influencing such endowments, to encourage bequests and donations in favour of UNICEF and children in developing countries.
- (f) **Adoption of UNICEF projects.** It is suggested that committees approach their national government departments; provincial or state governments; foundations; other non-governmental organizations; and industry, to fund regular or "Noted" UNICEF projects, either by direct grant or in co-operation with the national committee.
- (g) **Co-operative fund-raising.** National committees should establish relationships with other international development agencies in their countries to assist in the operation of co-operative fund-raising and educational programmes such as "Miles for Millions" walks and joint fund-raising appeals for emergencies.

Summary

23. In this report we have indicated the stages of development of the North American national committees during the first 25 years of UNICEF's life. In our statement to the Executive Board, as well as in this report, we are indicating some directions which might be taken jointly in the future.

24. Doubling UNICEF's income within the next five years is a formidable task. But, based on the firm foundation which we have outlined in our report and with the certain knowledge of still greater co-operation in the future, our committees are confident that we will be able to contribute effectively towards making the next quarter century even more promising than the first for the United Nations Children's Fund.
