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**Statement by Mrs. Helenka Pantaleoni to the UNICEF Executive Board, 15 April 1971
(Canadian UNICEF Committee - United States Committee for UNICEF)**

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UNITED NATIONS CHILDREN'S FUND
Executive Board

Canadian UNICEF Committee - United States Committee for UNICEF
Statement by Mrs. Helanka Pentaleoni
to the UNICEF Executive Board 15 April 1971

The UNICEF National Committees in Canada and the United States welcome this opportunity to report our present activities and future plans on the occasion of UNICEF's 25th Anniversary.

~~To conserve meeting time, we have requested that our report to the Board~~
(E/ICEF/CRP/71-23) be circulated rather than read at this time. However, we would like to make some observations at this time which are based on our desire to make an even greater contribution to UNICEF during the quarter century that lies ahead.

Last year, the Executive Board gave preliminary consideration to UNICEF's role in the United Nations Second Development Decade, and general support to the proposal that UNICEF seek to reach an annual income of \$100 million by 1975. The Executive Board noted the role of National Committees in increasing the over-all awareness of the needs of children in developing countries and also noted that 30 per cent of UNICEF's income in 1969 came from non-governmental sources. Our Committees particularly appreciate these statements and wish to assist in every possible way in the attainment of UNICEF's income goals by 1975.

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The National Committees have been co-operating to an even greater extent with governmental and non-governmental organizations in our countries to increase interest and participation in the work of UNICEF. This co-operation has resulted in a growing demand for detailed information on specific UNICEF programmes by those organizations and by the public in general.

This trend is placing an increasing demand on our facilities for liaison, co-ordination and information. Our source of UNICEF information is the UNICEF Administration, particularly the Information Division, the Special Adviser (Fund Raising), the Programme and Comptroller's Divisions. At present each must be consulted separately, and the necessity of dealing with individual departments has resulted in considerable extra effort on the part of our Committees, as well as UNICEF personnel, and has led to some confusion. This situation prompts us to recommend that UNICEF give consideration to the provision of adequate arrangements within the Secretariat to co-ordinate the information and fund-raising requirements and other activities of the National Committees.

The relationship between our Committees and the Greeting Card Fund deserves special mention. Due to the nature of the Greeting Card Programme, frequent consultation is essential and it is gratifying to note that our working relationship with the Fund has improved immeasurably in recent years. There has been, during this period, a most useful exchange of ideas and we especially appreciate the new method of selecting art by the re-organized Art Selection Committee. We note, too, the Fund's recent initiative in working with National Committees on new marketing programmes and would appreciate the Fund involving National Committees earlier and more fully in the development

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of these types of programmes. New initiatives might also be taken to jointly explore the possibility of developing and marketing other items, such as educational materials related directly to the purposes of UNICEF and National Committees, items calculated both to increase public awareness and bring additional revenue to UNICEF.

While National Committees continue to interpret UNICEF's work to the general public and to explore ways of increasing its revenue, the success of their activities depends upon a sound relationship with UNICEF and its Administration. At the same time, the effectiveness of National Committees depends on continuing their powers of independent decision and action where the customs and laws of their countries are concerned. It is, therefore, suggested that agreements concluded with National Committees recognize the responsibilities and inter-relationships between UNICEF and each National Committee and inter alia not restrict the autonomy of a National Committee to make policy decisions related to its own programmes and activities.

UNICEF's income from non-governmental organizations is derived principally from National Committees and has ranged from 25-30 per cent of total income in recent years. It might, therefore, be timely to give consideration to more formal recognition of National Committees by UNICEF, possibly through regular reporting at Executive Board meetings and perhaps by arranging for consultation on a regional basis between representatives of UNICEF's Executive Board and Administration, and the Board Directors and staffs of National Committees.

The present programmes of the North American National Committees indicate directions which will have to be followed in seeking future support for

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UNICEF in the years ahead. For example, the education programme is based on the premise that increased support must be built on a deeper understanding of the lives and needs of children in developing countries. Our Committee's emphasis on strengthening relationships with volunteer leaders also looks to the future, for it stresses the role that local leaders can play to broaden the base of support for UNICEF's work. The long-range planning of both Committees recognizes that the potential financial support from individuals and private sources has not yet been fully realized and our major focus in the future will be to expand to the greatest possible extent the financial support of UNICEF from non-governmental sources.

In conclusion, Mr. Chairman, as UNICEF nears its 25th anniversary, its name is virtually a household word throughout Canada and the United States. This is largely due to the undisputed achievements of UNICEF in providing assistance to children throughout the developing world, and to the public's acceptance of, and participation in, the broadly-based programmes conducted by our Committees. We, in our respective countries, consider it an honour to be associated with UNICEF and sincerely hope that our future efforts will be helpful in achieving UNICEF's goals.
