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Private Sector Division

Financial report and statements for the year ended 31 December 2001

Summary

This document presents the results of the UNICEF Private Sector Division (PSD) for the year ended 31 December 2001.

The total net income from PSD activities for the year was $161.1 million for regular resources, compared to $163.3 million in 2000. The total net income for 2001 includes $31.1 million from the sale of UNICEF cards and products, $147.0 million from private sector fund-raising activities, and an offset of $17.0 million for other charges and adjustments. In addition, $174.2 million ($146.2 million in 2000) were raised from private sector fund-raising activities that were earmarked for other resources. The net consolidated income, including both regular and other resources, amounted to $335.3 million ($309.5 million in 2000).

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Foreword

I am pleased to report that in 2001 the Private Sector Division (PSD) achieved a net contribution to UNICEF regular resources income of $161.1 million.

This is thanks to the work of hundreds of thousands of individuals around the world. We are grateful to the National Committees for UNICEF and other cooperating groups whose staff and volunteers sold UNICEF cards and products; to the hundreds of artists, museums and art collectors whose works were made available, at no charge, for greeting card designs; and to the millions of individuals who purchased UNICEF cards and products and donated their time and money to the cause of UNICEF throughout the year. Equally important, the above achievements became possible because of the successful fund-raising efforts undertaken by the National Committees for UNICEF and UNICEF field offices, and the millions worldwide who responded with their individual contributions.

(*Signed*) Carol **Bellamy**
Executive Director

Financial report for the year ended 31 December 2001

A. An overview of the results

1. The total net income contribution to UNICEF regular resources from PSD activities was $161.1 million. This compares with $163.3 million in 2000, a decrease of $2.2 million (1.4 per cent). The contribution consists of $31.1 million net operating income from the sale of UNICEF cards and products; $147.0 million net operating income from private sector fund-raising activities; and an offset of $17.0 million for other charges and adjustments. The other charges and adjustments include expenditures for the Market Development Programme (MDP) ($1.6 million), the Fund-raising Development Programme (FDP) ($6.8 million), the Central and Eastern European National Committees Development Programme ($0.6 million), the Nordic Investment Programme ($3.8 million), unfavourable exchange rate provision/adjustment ($5.0 million) and favourable prior year adjustments ($0.8 million).

2. Gross proceeds from UNICEF card and product sales amounted to $101.0 million compared to $117.3 million in 2000. The reduction in gross proceeds was due mainly to weak sales prevalent in the greeting card industry. In addition, the continued strength of the United States dollar further eroded gross proceeds. This shortfall resulted in a decrease in net operating income from $41.7 million in 2000 to $31.1 million in 2001.

3. The net operating income from private sector fund-raising activities related to regular resources was $147.0 million in 2001 compared to $154.1 million in 2000, a decrease of $7.1 million. In addition, $174.2 million were raised from private sector fund-raising activities, which were earmarked by partners for allocation to other resources, compared to $146.2 million in 2000.

B. Financial statements for the year ended 31 December 2001

4. The three financial statements that follow are supported by the notes to the financial statements, including a summary of significant accounting policies (paras. 6-15).

C. Notes to the financial statements

Note 1. Objectives and activities

5. PSD, in cooperation with National Committees for UNICEF, field offices and others, raises funds for children. Consequently, this makes people aware of UNICEF activities and gives them the opportunity to be involved in its work.

Note 2. Summary of significant accounting policies

6. The accounts are maintained in accordance with the Financial Regulations and Rules of the United Nations Children's Fund (E/ICEF/FINANCIAL RULES/1) and with the Financial Regulations and Rules of the United Nations Children's Fund, Special Supplement, Greeting Card Operation (E/ICEF/FINANCIAL RULES/1/Add.1).

7. The accounting period (fiscal year) of PSD is 1 January to 31 December, pursuant to Executive Board decision 1996/22 C.5 (E/ICEF/1996/12/Rev.1).

8. The accounts of PSD are incorporated into the UNICEF accounts as at 31 December. Consistent year-end cut-off procedures are in effect to incorporate PSD accounts into the UNICEF financial statements.

9. The accounting unit is the United States dollar. The equivalent in United States dollars of other currencies is established on the basis of the United Nations operational rates of exchange on the transaction date.

10. Gross proceeds from the sale of UNICEF cards and products are recorded in local currency and are accrued on the basis of the provisional sales report received from sales partner at year-end. They are converted into United States dollars at the United Nations operational rates of exchange prevailing on 31 December. The accrual is adjusted in the following year on receipt of the final sales report. In cases where the provisional sales report is not received from a sales partner in time for the year-end closure, gross proceeds are accrued based on deliveries to that sales partner for the year less an allowance for unsold goods.

11. Assets and liabilities in currencies other than United States dollars are valued for accounting purposes at the prevailing United Nations rates of exchange. Any variance in valuation caused by fluctuation of those rates is accounted for as income or loss and included in the statement of income and expenditure under exchange rate provision/adjustment. An allowance of 10 per cent of non-United States dollar-denominated outstanding accounts receivable as at 31 December may be established as a provision for delays in the collection thereof. Further, an allowance for accounts receivable that are considered doubtful for collection may be established. These allowances are shown as a deduction from the accounts receivable on the statement of assets and liabilities.

12. The inventory of work in process and finished goods are valued at standard cost, while raw materials are valued at moving average cost. It is PSD policy to write-down unsold cards and dated products at the end of the first sales campaign year and all other products at the end of the second sales campaign year. Products that have been written-down and carried forward are valued at their add-on cost. All publicity and promotion materials produced in the current campaign year, but

relating to future campaign years, are shown at standard cost and included in inventory.

13. Capital assets costing $100,000 or more are capitalized and depreciated over their estimated useful life.

14. Liabilities are accrued in the PSD accounts following recognized accounting standards, and appropriate cut-off procedures are followed consistently.

15. Income from private sector fund-raising activities and related expenses are recorded separately in the PSD accounts. The net proceeds raised by National Committees from private sector fund-raising activities are recorded based on the report submitted by them at year-end.

Statement I

Note 3. Gross proceeds — cards and products

16. Gross proceeds for 2001 amounted to $101.0 million compared to $117.3 million in 2000, a decrease of $16.3 million (13.9 per cent). The reduction in gross proceeds was due mainly to weak sales prevalent in the greeting card industry. In addition, the continued strength of the United States dollar further eroded gross proceeds.

Note 4. Retention/commissions and direct expenses at field offices

17. This item consists of the amounts retained by National Committees and other partners, commissions paid to consignees and direct operating expenses at UNICEF field offices. For 2001, this amounted to $31.3 million, a decrease of $1.7 million (5.3 per cent) compared to 2000. This decrease was due to a reduction in the amount retained by the National Committees. A breakdown is given below:

	(In millions of United States dollars)			
			Increase/(decrease)	
	2001	*2000*	*$*	*%*
Retention/commissions	28.3	30.0	(1.7)	(5.7)
Field offices' expenses	3.0	3.0	-	-
Total	**31.3**	**33.0**	**(1.7)**	**(5.3)**

Note 5. Cost of goods delivered

18. The cost of goods delivered, freight, duties and taxes, and promotion materials amounted to $23.5 million, a decrease of $1.4 million (5.5 per cent) compared to 2000. This decrease was a result of a reduction in costs associated with freight, duties and taxes, and promotion materials. Details are presented below:

	(In millions of United States dollars)			
			Increase/(decrease)	
	2001	2000	$	%
Cost of goods delivered	18.4	15.4	3.0	19.5
Freight, duties, tax	(0.1)	3.2	(3.3)	(103.1)
Promotion materials	5.2	6.3	(1.1)	(17.5)
Total	**23.5**	**24.9**	**(1.4)**	**(5.6)**

Note 6. Operating costs

19. Operating costs amounted to $22.1 million in 2001, an increase of $1.7 million (8.3 per cent) compared to 2000. The expenses are summarized below:

	(In millions of United States dollars)			
			Increase/(decrease)	
	2001	2000	$	%
Card and product sales	6.9	6.1	0.8	13.1
Operations and finance	14.6	13.7	0.9	6.6
Director’s office	0.6	0.6	-	-
Total	**22.1**	**20.4**	**1.7**	**8.3**

Note 7. Provision for uncollectible accounts receivable

20. The $5.1 million provision is to cover accounts receivable that may become irrecoverable. Accounts receivable deemed to be irrecoverable are written-off. Nevertheless, PSD continues its efforts to pursue collection of these amounts.

Note 8. Other income

21. Other income is based on income reported by partners by 31 December and comprises the following:

(a) **Income from licensed products**, which includes royalties from special programmes, income from Nippon Telegraph and Telephone Corporation’s Pressed Flower Telegram Programme in Japan, and income from the sale of National Committee products and other items;

(b) **Donations**, which represent contributions generated through PSD brochures/order forms;

(c) **Miscellaneous income**, which includes discounts on purchases and miscellaneous proceeds.

22. Other income in 2001 amounted to $12.1 million, an increase of $6.0 million compared to 2000. The increase was due primarily to recognition of prior years’ receipts, which did not relate to any outstanding receivables as miscellaneous income. A comparison between 2001 and 2000 is summarized below:

	(In millions of United States dollars)		
			Increase/(decrease)
	2001	*2000*	*$*
Licensed products	2.7	3.8	(1.1)
Donations	1.8	1.7	0.1
Miscellaneous income	7.6	0.6	7.0
Total	**12.1**	**6.1**	**6.0**

Note 9. Net operating income — cards and products

23. For the 2001 campaign, the net operating income from the sale of UNICEF cards and products amounted to $31.1 million, a decrease of $10.6 million compared to 2000. As a percentage of gross proceeds, net operating income decreased to 30.8 per cent from 35.5 per cent in 2000. This drop was due primarily to the decline in gross proceeds.

Note 10. Net operating income — private sector fund-raising

24. In 2001, total net proceeds from private sector fund-raising activities reported by partners by 31 December amounted to $152.6 million for regular resources, a decrease of $6.8 million compared to 2000. This decrease was due mainly to the impact of the strong United States dollar on proceeds denominated in foreign currencies, especially the Japanese yen.

25. As presented in the following table, the net operating income from private sector fund-raising activities related to regular resources in 2001 amounted to $147.0 million compared to $154.1 million in 2000, a decrease of $7.1 million (4.6 per cent). The net operating income from private sector fund-raising activities related to regular resources was net of the amount retained by the National Committees, operating expenses related to private sector fund-raising activities including field office expenses, and research and development.

26. In addition to the net operating income from private sector fund-raising activities related to regular resources, $174.2 million was raised and earmarked to various UNICEF other resources projects. This amount is shown as a footnote to statement I in this financial report and included as income in the UNICEF financial statements.

27. Private sector fund-raising expenses for 2001 included $1.4 million for research and development to develop new methods and test fund-raising campaigns.

	(In millions of United States dollars)			
			Increase/(decrease)	
	2001	*2000*	*$*	*%*
Net proceeds	152.6	159.4	(6.8)	(4.3)
Less:				
Operating expenses	2.5	2.2	0.3	13.6
Field office expenses	1.7	1.9	(0.2)	(10.5)
Research and development	1.4	1.2	0.2	16.7
Net operating income	147.0	154.1	(7.1)	(4.6)

Note 11. Market Development Programme

28. In 1994, the Executive Board approved the establishment of MDP (E/ICEF/1994/13/Rev.1, decision 1994/A/9) with the goal of testing and evaluating new income-generating initiatives in the area of product line and marketing. For 2001, the Executive Board approved $3.4 million with the primary focus of investing in projects offering high rates of return. Through this programme, interested National Committees submit requests for funding, supported with a complete project description and a marketing and financial plan. Upon approval of the project, PSD allocates the funds to the National Committees which, in most cases, match the amount allocated while establishing a separate account for the transparent monitoring of the programme over the planned period. During 2001, 13 National Committees received approval for funding from MDP, with a total expenditure of $1.6 million.

Note 12. Fund-raising Development Programme

29. To enable PSD to continue to fulfil its mandate in private sector fund-raising activities, for 2001, the Executive Board approved the continuation of FDP with an amount of $7.0 million. The objective of this programme was to increase the capacity of National Committees and UNICEF field offices to build a broader support base in raising funds from the private sector (see E/ICEF/1991/AB/L.6 and E/ICEF/1991/15, decision 1991/35). In 2001, 12 National Committees and 7 UNICEF field offices availed of the programme. The total expenditure for FDP was $6.8 million.

Note 13. Central and Eastern European National Committees Development Programme

30. In 1992, the Executive Board approved the Central and Eastern European National Committees Development Programme (E/ICEF/1992/AB/L.6 and E/ICEF/1992/14, decision 1992/40). Initially, the National Committees in this region were allowed to retain, in addition to the 25 per cent retention on gross proceeds, the remaining 75 per cent of gross proceeds as well. This increased retention was intended to cover expenditures for raising awareness, general advocacy, information dissemination, sales network expansion and donor constituency-building. According to the Executive Board-approved formula, starting in 1997, National Committees contributed 40 per cent to UNICEF, 60 per cent in 1998, and the usual 75 per cent of the gross proceeds in 1999 and thereafter. Following a review in 1998, the Executive

Board decided that the development of these National Committees should continue to be supported for an additional three years, i.e. 1999-2001. During this period, they will be allowed to retain 50 per cent of their gross proceeds, i.e., an additional 25 per cent to their regular retention (E/ICEF/1999/AB/L.5). For 2001, this expenditure amounted to $0.6 million.

Note 14. Nordic Investment Programme

31. In 2000, the Executive Board approved the establishment of the Nordic Investment Programme with an initial budget of $4.0 million for 2000 (E/ICEF/2000/AB/L.1 and E/ICEF/2000/8/Rev.1, decision 2000/1). This programme was developed jointly for the four Nordic National Committees (Denmark, Finland, Norway and Sweden) with the goal of reversing the declining revenue trend and increasing significantly the donor constituency and private sector contributions from this region. It is envisaged that by the end of this programme, the four National Committees will reach a minimum sustainable income-generating size, with a reinvestment capacity to perform a full portfolio of fund-raising, marketing and advocacy/communications activities within a normal retention rate. The total expenditure for the Nordic Investment Programme in 2001 was $3.8 million.

Note 15. Total net operating income

32. The total net operating income from UNICEF card and product sales and private sector fund-raising activities amounted to $165.3 million, a decrease of $18.7 million (10.2 per cent) compared to 2000. This represents PSD net operating income before exchange rate provision/adjustment and prior years' adjustments.

Note 16. Exchange rate provision/adjustment

33. This represents the net adjustment for exchange rate, including a 10 per cent provision for delays in the collection of outstanding non-United States dollar accounts receivable and the effect of the revaluation of assets and liabilities using the 31 December 2001 United Nations operational rate of exchange. The exchange rate provision/adjustment in 2001 amounted to a charge of $5.0 million, a decrease of $15.9 million when compared to the charge of $20.9 million in 2000.

Note 17. Prior years' adjustments

34. In accordance with existing PSD accounting policy, non-recurring adjustments to proceeds and expenditures related to prior years have been recorded as prior years' adjustments. For 2001, these adjustments amounted to a favourable $0.8 million.

Note 18. Total net income

35. After deducting non-operating expenses (exchange rate provision/adjustment and prior years' adjustments), the total net income from UNICEF card and product sales and private sector fund-raising activities in 2001 was $161.1 million, a decrease of $2.2 million (1.4 per cent) compared to 2000.

Statement II

Note 19. Cash

36. The cash account balance of $0.1 million as at 31 December 2001 includes petty cash and PSD bank accounts at headquarters locations.

Note 20. Accounts receivable

37. Accounts receivable include amounts due from National Committees and other partners for revenues from UNICEF card and product sales, private sector fund-raising activities, royalties and miscellaneous receivables. The gross accounts receivable as at 31 December 2001 amounted to $208.7 million, a decrease of $15.3 million over the balance as at 31 December 2000.

Note 21. Net accounts receivable

38. In accordance with PSD accounting policy (see para. 11 above), an allowance to cover accounts receivable that are considered doubtful for collection and a provision for delays in the collection of outstanding accounts receivable held in non-United States dollar currencies may be established. For 2001, the total allowance for uncollectible accounts and provision for delays in the collection of accounts receivable amounted to $24.6 million. Net accounts receivable after deducting these allowance and provision amounted to $184.1 million.

Note 22. Inventory

39. Inventory as at 31 December 2001 amounted to $6.9 million, a decrease of $1.5 million compared to the balance as at 31 December 2000. A comparison is presented below:

	(In millions of United States dollars)	
	2001	*2000*
Raw materials	2.4	2.5
Work in process	0.2	0.5
Finished goods	4.3	5.4
Total	**6.9**	**8.4**

Note 23. Prepaid expenses

40. These represented payments made to suppliers for the production of PSD products and promotion materials for 2002 and future campaigns. Prepaid expenses as at 31 December 2001 amounted to $5,000, a decrease of $0.1 million compared to the balance as at 31 December 2000.

Note 24. Capital assets, net of accumulated depreciation

41. These are stated at cost, less accumulated depreciation (see summary of capital assets as at 31 December 2001 presented below). In accordance with PSD accounting policies, capital assets costing $0.1 million or more are capitalized and

depreciated over their estimated useful life. The decrease of $0.2 million in capital assets over the balance as at 31 December 2001 was due to depreciation of production machinery and leasehold improvements during the period. There was no new acquisition in 2001.

	(In millions of United States dollars)	
	2001	*2000*
Production machinery	1.1	1.1
Office equipment and leasehold improvements	1.6	1.6
Subtotal	**2.7**	**2.7**
Accumulated depreciation	(2.4)	(2.2)
Total	**0.3**	**0.5**

Note 25. Accounts payable

42. Total accounts payable as at 31 December 2001 amounted to $12.4 million, an increase of $1.0 million compared with the balance as at 31 December 2000. Included in total accounts payable were liabilities to suppliers and National Committees.

Note 26. UNICEF inter-office account

43. This reflects the net result of transactions between PSD and other UNICEF offices, which as at 31 December 2001 was $179.1 million. The balance includes monies advanced as working capital to PSD. PSD earnings for each fiscal period are transferred to UNICEF via this account.

Statement III

Note 27. Comparison of 2001 actual results with budget

44. PSD performance in 2001 compared with the approved budget — low projection is as follows:

(a) Gross proceeds from UNICEF card and product sales were $47.0 million, or 31.8 per cent less than budget;

(b) National Committees’ retention was $5.5 million, or 16.9 per cent less than budget;

(c) Net proceeds from UNICEF card and product sales were $41.5 million, or 36.0 per cent less than budget;

(d) Other income was $5.6 million, or 86.2 per cent higher than budget;

(e) Net proceeds related to UNICEF card and product sales were $35.9 million, or 29.5 per cent less than budget;

(f) Net proceeds from private sector fund-raising activities were $10.1 million, or 7.1 per cent higher than budget;

(g) Total net proceeds from PSD-related activities (regular resources) were $25.8 million, or 9.8 per cent less than budget;

(h) Cost of goods delivered was $8.0 million, or 25.4 per cent less than budget;

(i) Expenses related to marketing were $0.2 million, or 0.9 per cent higher than budget;

(j) Expenses related to support services were $2.8 million, or 15.6 per cent less than budget;

(k) MDP expenditures were $1.8 million, or 52.9 per cent less than budget;

(l) FDP expenditures were $0.2 million, or 2.9 per cent less than budget;

(m) Central and Eastern European National Committees Development Programme expenditures were $0.2 million, or 50.0 per cent higher than budget;

(n) Nordic Investment Programme expenditures were $0.3 million, or 7.3 per cent less than budget;

(o) Total expenditures were $12.7 million, or 14.8 per cent less than the budget of $86.0 million;

(p) Total net income before adjustments was $13.1 million, or 7.3 per cent less than the budget of $178.4 million;

(q) The total net income after adjustments (regular resources) was $17.3 million, or 9.7 per cent less than the budget of $178.4 million;

(r) Proceeds from private sector fund-raising activities recognized as other resources were $174.2 million, or 39.4 per cent higher than budget;

(s) The net consolidated income for both regular resources and other resources was $335.3 million, or 10.5 per cent higher than budget.