

Now is the time

I AM For Every Child

THE CONTEXT

The world continues to be a merciless place for too many children -- children caught in wars, children on the move, and children who are hungry, hurt or neglected.

Now, just when we most need people to step up, institutions that have long protected the world's most vulnerable are stepping back.

On the front lines, our teams grapple with severe cuts and impossible choices. Every reduction in support puts another child at risk.

This is NOT a crisis for UNICEF. This is a crisis for children.

Nearly 1 in 5 children, globally, are now living or fleeing conflict zones as the world experiences the highest number of conflicts since World War II.

Around or 1 in 4 children are experiencing severe food poverty.



THE ACTION

Amidst the uncertainty and unpredictability, a unique opportunity is emerging. A moment to unlock the strength that's been simmering beneath the surface through the **launch of a global fundraising campaign**.

A chance to win the hearts and minds of those who can help us scale our efforts by crafting a strong brand narrative around UNICEF as a force for good that showcases the criticality of our mission and its impact on real lives.

It's the moment to take a stand for children because we know what we can do when we unlock the collective power of the organization, partners and supporters!

THE GOAL

Raise vital funding from the private sector including:

- Individuals Companies
- Foundations
- Faith-based organizations
- Membership-based organizations

We have done it before, and we can do it again.

The world continues to be a merciless place for too many children -- children caught in wars, children on the move, and children who are hungry, hurt or neglected.

Yet, now when the need is the greatest, institutions are stepping back and divisions are deepening.

A single question emerges:

Who is going to protect the most vulnerable?

I AM

I refuse to be a bystander while children suffer.
I choose unity over division, hope over apathy.

This is the moment we reclaim our collective strength.
Let us speak with one voice that echoes across borders:

I am not powerless.

I am ready to do what's right for children.

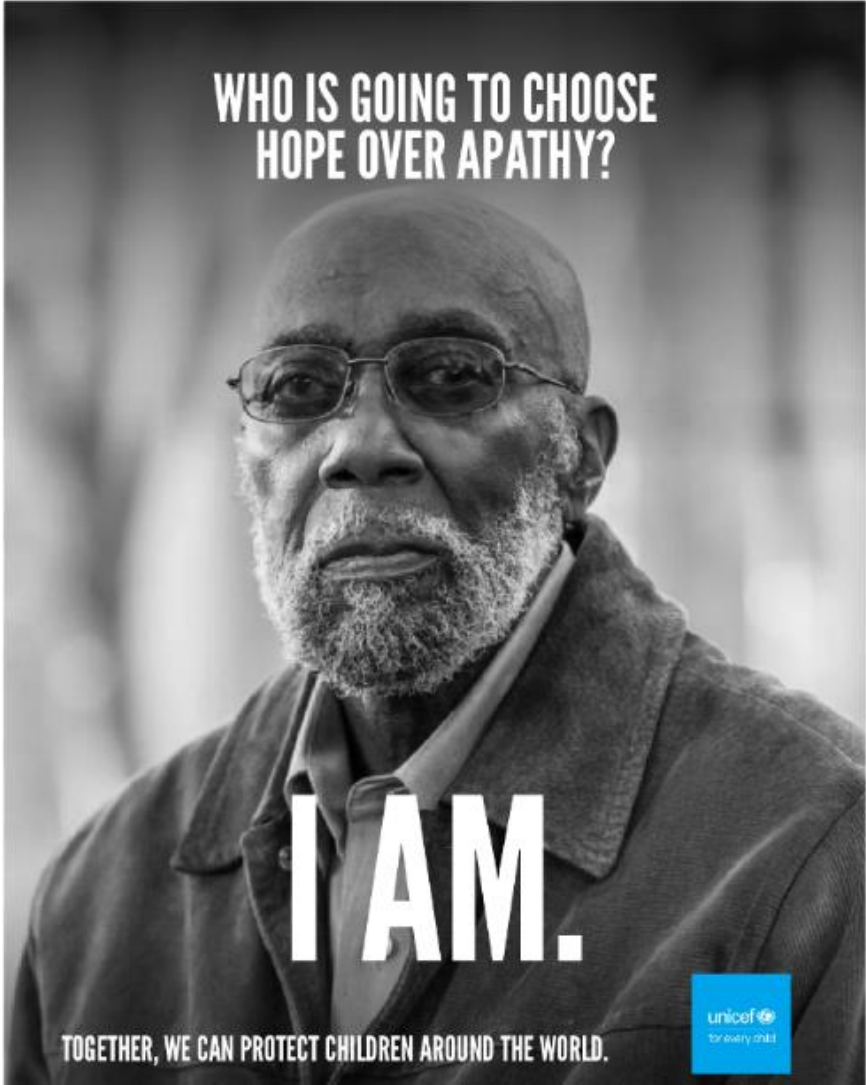
Together, we are each a vital part of something greater.

Together, we are an unbreakable force for every child's future.

Together, we are a force for good


CAMPAIGN MANIFESTO
(for internal use only)

WHO IS GOING TO CHOOSE
HOPE OVER APATHY?

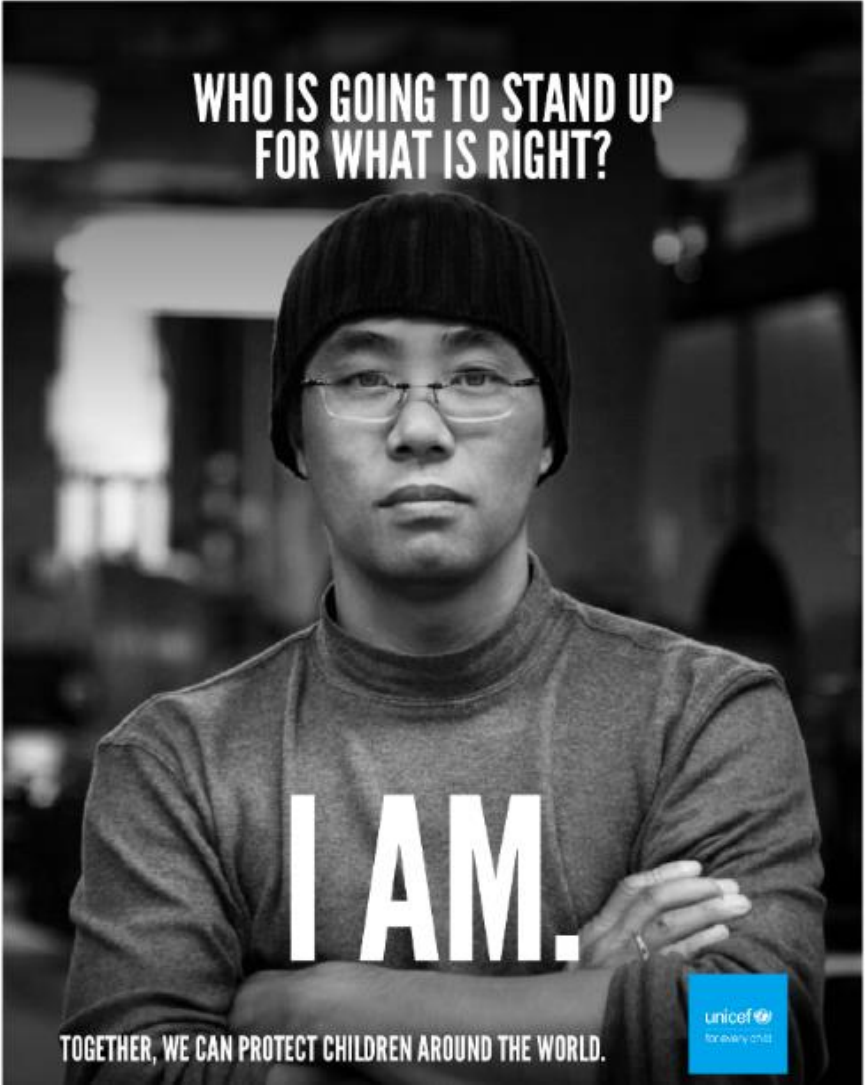


I AM.

TOGETHER, WE CAN PROTECT CHILDREN AROUND THE WORLD.




WHO IS GOING TO STAND UP
FOR WHAT IS RIGHT?



I AM.

TOGETHER, WE CAN PROTECT CHILDREN AROUND THE WORLD.



GWAs

WHEN CHILDREN'S NEEDS ARE
BEING IGNORED, WHO IS GOING TO
SHINE A LIGHT ON THEM?

I AM.

TOGETHER, WE CAN PROTECT CHILDREN AROUND THE WORLD.



WHEN THE CRISES KEEP GETTING
MORE COMPLEX, WHO IS GOING TO
FIND A SIMPLE SOLUTION?

I AM.

Khaby Lame, UNICEF Goodwill Ambassador



WHEN CHILDREN'S RIGHTS
ARE SILENCED, WHO IS GOING TO
GIVE THEM A VOICE?

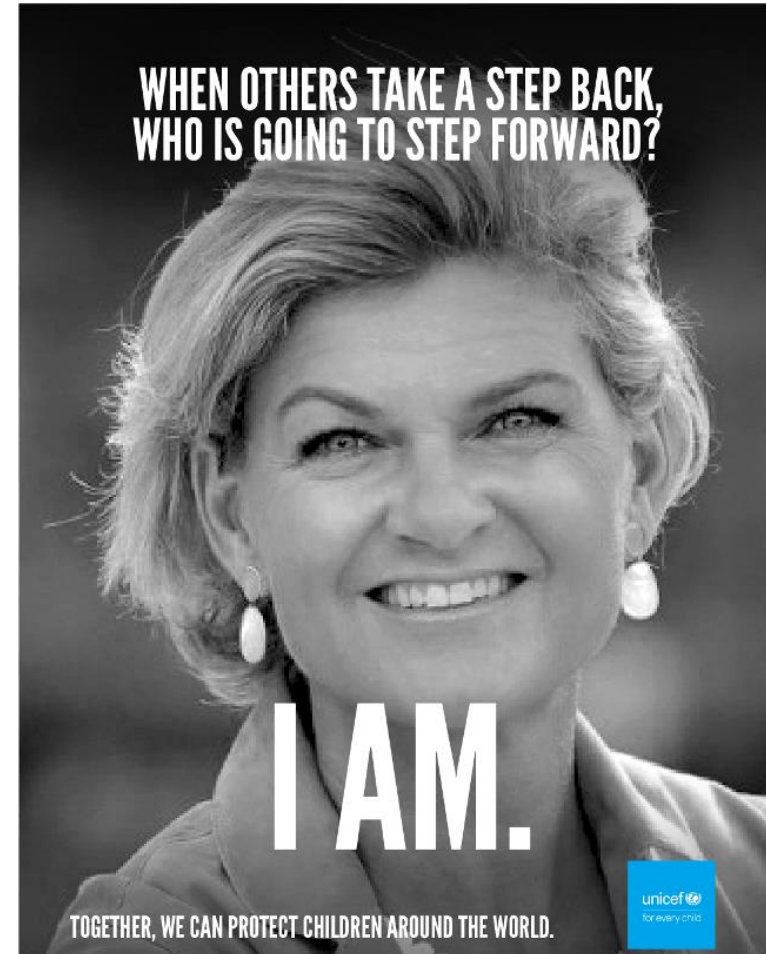
I AM.

Liam Neeson, UNICEF Goodwill Ambassador



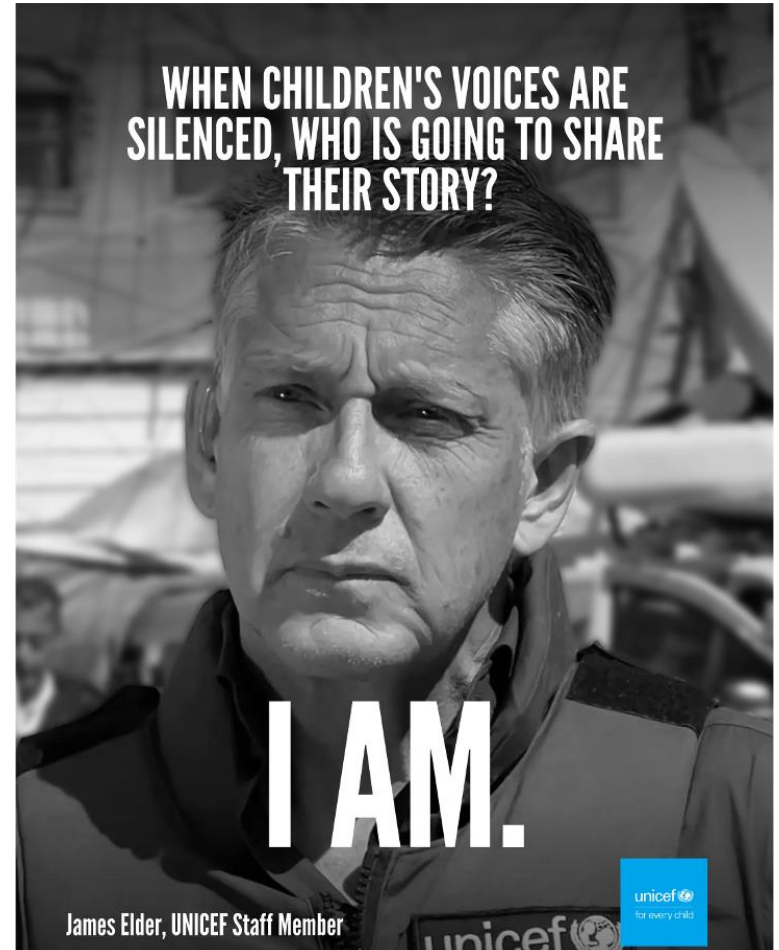
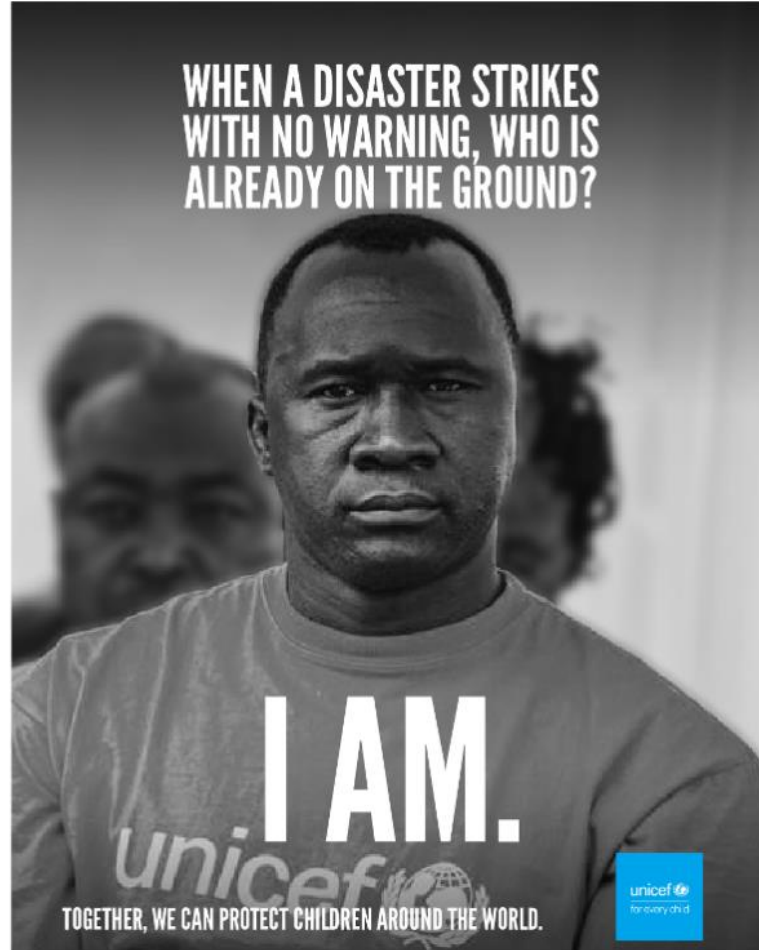
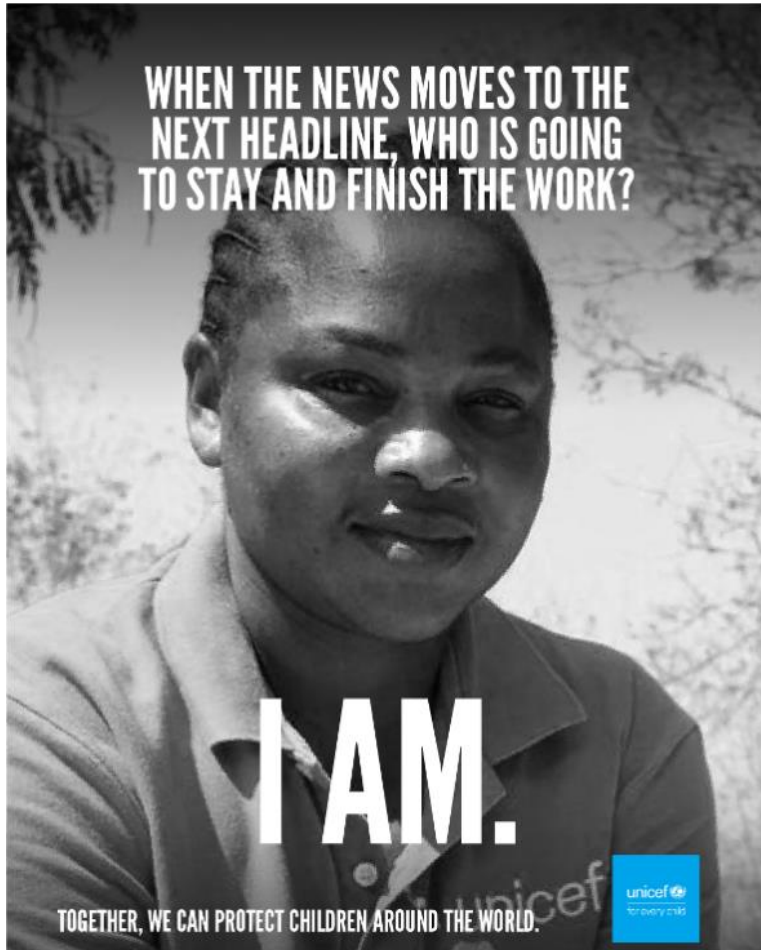
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HV Donors - UIC



** Mock ups only: Please do not use for campaign activation **

UNICEF Staff



UNICEF Ambassadors

KO ĆE DA PODIGNE SVOJ GLAS
KADA DECU NIKO NE ČUJE?



JA ĆU.

Ana Ivanović, teniserka

unicef 
za svako dete

KO ĆE DECI PRUŽITI PODRŠKU
DA OSTVARE SVOJE SNOVE?



JA ĆU.

Saša Đorđević, košarkaš

unicef 
za svako dete

Campaign

KO ĆE POMOĆI DA DECA NE
ODRASTAJU BEZ LJUBAVI I PODRŠKE?



JA ĆU.

Anica Dobra, glumica



KO ĆE DECI PRUŽITI PODRŠKU DA OSTVARE SVOJE SNOVE?



JA ĆU.

Dušan Vlahović, fudbaler



KO ĆE DA STANE UZ DECU,
KADA IH DRUGI OSTAVE?



JA ĆU.

Dragan Mićanović, glumac



KO ĆE POMOĆI DA SE DEČIJA PRAVA
OZBILJNO SHVATE I PRIMENJUJU?



JA ĆU.

Voja Brajović, glumac



KO ĆE ZAŠTITITI DECU
KADA SU NAJBRANJIVIIJA?



JA ĆU.

Nikola Kojo, glumac



KO ĆE ZAŠTITITI DECU
KADA SU NAJBRANJIVIIJA?



JA ĆU.

Milan Marić, glumac



KO ĆE DA DIGNE SVOJ GLAS KADA DECU NE ČUJU?



JA ĆU.

Miloš Biković, glumac



KO ĆE DECI DA PRUŽI
PRILIKU DA USPEJU?



JA ĆU.

Nataša Kovačević, košarkasica



Campaign

KO ĆE DA STANE UZ DECU
KADA IM TREBA PODRSKA?



JA ĆU.

Bogdan Bogdanović, košarkaš



unicef
za svako dete

KO ĆE VEROVATI U DECU KADA
DRUGI NE VERUJU?



JA ĆU.

Marina Maljković, selektorka ženske košarkaske reprezentacije Srbije



unicef
za svako dete

KO ĆE VEROVATI U DECU KADA
DRUGI NE VERUJU?



JA ĆU.

Aleksa Avramović, košarkaš



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za svako dete



Thank you