Dear (Human Resources or Corporate Foundation):

As a longtime supporter of the U.S. Fund for UNICEF , I would like to request that the organization be included as a choice in our Employee Matching Gifts Program. Here are five reasons why I hope you will consider my request:

1. **UNICEF is global.**

UNICEF works in 190 countries and territories to help children survive and thrive, from early childhood through adolescence. The world’s largest provider of vaccines for developing countries, UNICEF supports child health and nutrition, good water and sanitation, quality basic education for all boys and girls, and the protection of children from violence, exploitation, and AIDS. UNICEF is funded entirely by the voluntary contributions of individuals, businesses, foundations and governments.

1. **UNICEF is experienced.**

UNICEF has saved more children’s lives than any other humanitarian organization in the world. UNICEF has global reach, expertise, and the access and influence it takes to get things done in difficult places and emergency situations.

1. **UNICEF is relentless.**

UNICEF will do whatever it takes to save a child. Stopping wars so children can be vaccinated. Bringing lifesaving food and water to places no one else can reach. UNICEF works with government leaders, civic figures, celebrities, corporations, campus groups, churches, teachers – anyone willing to help us advocate for the survival and wellbeing of every child.

1. **UNICEF uses money wisely.**

The U.S. Fund for UNICEF spends 90.5 cents of every dollar they receive on programs that help children. Only 6.6 cents goes to fundraising, and 2.9 cents to administration. The U.S. Fund for UNICEF receives top scores for accountability from Charity Navigator and the Better Business Bureau. The U.S. Fund for UNICEF is recognized as tax-exempt under section 501(c)(3) of the Internal Revenue Code: EIN 13-1760110.

1. **UNICEF believes in ZERO preventable deaths.**

UNICEF is leading the global effort to achieve ZERO preventable child deaths. Right now, 19,000 children under age five die each day of things we can prevent. UNICEF has spent the last 60 years making the impossible, possible. Global under-five deaths have dropped from 13.2 million per year in 1980 to 6.9 million in 2011. In the last four years alone we have seen a 27% reduction in preventable child deaths. Thanks to new vaccines and technology, UNICEF can make that number ZERO within our lifetimes.

By including the U.S. Fund for UNICEF in our company’s matching gifts program, we can partner with them toward the day when ZEROchildren die from preventable causes and every child has a safe and healthy childhood. Thank you for your consideration.

Regards,

Name

Title/Division

Email

Phone

**P.S.** – Please contact Valarie Hunter at vhunter@[unicefusa.org](mailto:nrosenbaum@unicefusa.org) if you have any specific questions about the organization or setting-up a matching gifts program.