


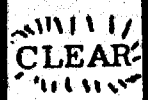
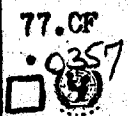
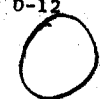

UNICEF MICROFICHE INPUT CONTROL AND INSTRUCTIONS RECORD

No. 607 (1)

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Table C-3 (continued)

Part II (b). Local costs, field offices - (3) East Asia and Pakistan

Statement of administrative and operational services, budgetary estimates, obligations incurred
and unencumbered balance for the year ended 31 December 1968

(In US dollars)

	Budget estimates				Obligations incurred			
	Original	Supplementary	Subsequent adjustments	Revised	Administrative services	Operational services	Total	Unencumbered balance
<u>Section 1 - Salaries, wages and common staff costs</u>								
Established posts	123,100		7,300	130,400		128,066.70	128,066.70	2,333.30
Temporary assistance	1,800	10,000		11,800		11,664.70	11,664.70	135.30
Overtime	2,000		800-	1,200		1,096.13	1,096.13	103.87
Travel and removal			400	400		391.23	391.23	8.77
Separation payments	1,000		700	1,700		1,661.31	1,661.31	38.69
Contribution to Pension Fund	25,200		1,600-	23,600		23,257.83	23,257.83	342.17
Repatriation grants	3,800	3,800-				6,349.36	6,349.36	150.64
Dependency allowances	1,800	4,700		6,500		1,214.22	1,214.22	285.78
Medical insurance	2,300		800-	1,500		1,214.22	1,214.22	285.78
Subsidies local budget	42,000		18,200-	23,800		23,776.88	23,776.88	23.12
Total, Section 1	203,000	10,900	13,000-	200,900		197,478.36	197,478.36	3,421.64
<u>Section 2 - Other expenses and permanent equipment</u>								
Official travel	35,500		700-	34,800		31,727.81	31,727.81	3,072.19
Communications and freight	15,600	1,200-		14,400		13,056.01	13,056.01	1,343.99
Rent and maintenance of premises	4,300		600-	3,700		3,216.40	3,216.40	483.60
Office supplies	10,500		600	11,100		8,833.64	8,833.64	2,266.36
Rental office equipment			1,300	1,300		951.06	951.06	348.94
Maintenance of transportation equipment			4,900	4,900		2,612.92	2,612.92	2,287.08
Insurance			600	600		271.11	271.11	328.89
Miscellaneous supplies and services	16,000		10,600-	5,400		4,250.92	4,250.92	1,149.08
Hospitality	2,000			2,000		674.17	674.17	1,325.83
Furniture, office equipment	10,800		9,800	20,600		18,081.53	18,081.53	2,518.47
Transportation equipment	4,100		4,300	8,400		6,346.89	6,346.89	2,053.11
Total, Section 2	98,800	1,200-	9,600	107,200		90,022.46	90,022.46	17,177.54
GRAND TOTAL	301,800	9,700	3,400-	308,100		287,500.82	287,500.82	20,599.18

Table C-3 (continued)

Part II (b). Local costs, field offices - (4) Eastern Mediterranean

Statement of administrative and operational services, budgetary estimates, obligations incurred and unencumbered balance for the year ended 31 December 1968

(In US dollars)

	Budget estimates				Obligations incurred			Unencumbered balance
	Original	Supplementary	Subsequent adjustments	Revised	Administrative services	Operational services	Total	
<u>Section 1 - Salaries, wages and common staff costs</u>								
Established posts	66,000		12,000-	54,000		49,233.30	49,233.30	4,766.70
Temporary assistance	5,700	6,800		12,500		11,883.14	11,883.14	616.86
Overtime	500		300	800		746.98	746.98	53.02
Travel and removal	200			200				200.00
Contribution to Pension Fund	18,700		1,800	20,500		18,773.08	18,773.08	1,726.92
Dependency allowances	3,900		500	4,400		3,969.77	3,969.77	430.23
Travel on home leave	600		600-					
Staff welfare	300		100-	200		78.26	78.26	121.74
Medical insurance	1,400			1,400		598.70	598.70	801.30
Subsidies local budget	<u>28,100</u>		<u>300-</u>	<u>27,800</u>		<u>27,717.07</u>	<u>27,717.07</u>	<u>82.93</u>
Total, Section 1	125,400	6,800	10,400-	121,800		113,000.30	113,000.30	8,799.70
<u>Section 2 - Other expenses and permanent equipment</u>								
Official travel	32,400		2,300	34,700		31,186.92	31,186.92	3,513.08
Communications and freight	6,200	1,400		7,600		7,437.80	7,437.80	162.20
Rent and maintenance of premises	9,400		300	9,700		9,212.31	9,212.31	487.69
Office supplies	4,200		500	4,700		4,084.33	4,084.33	615.67
Rental office equipment			600	600		426.68	426.68	173.32
Maintenance of transportation equipment			2,300	2,300		2,006.74	2,006.74	293.26
Insurance			200	200		153.59	153.59	46.41
Miscellaneous supplies and services	5,300		3,200-	2,100		1,785.38	1,785.38	314.62
Hospitality	500		700	1,200		875.91	875.91	324.09
Furniture, office equipment	<u>1,900</u>		<u>1,000</u>	<u>2,900</u>		<u>2,329.67</u>	<u>2,329.67</u>	<u>570.33</u>
Total, Section 2	59,900	1,400	4,700	66,000		59,499.33	59,499.33	6,500.67
GRAND TOTAL	185,300	8,200	5,700-	187,800		172,499.63	172,499.63	15,300.37

Table C-3 (continued)

Part II (b). Local costs, field offices - (5) Europe and North Africa

Statement of administrative and operational services, budgetary estimates, obligations incurred
and unencumbered balance for the year ended 31 December 1968

(In US dollars)

	Budget estimates				Obligations incurred			Unencumbered balance
	Original	Supplementary	Subsequent adjustments	Revised	Administrative services	Operational services	Total	
<u>Section 1 - Salaries, wages and common staff costs</u>								
Established posts	389,800		42,400	432,200	234,056.98	195,341.80	429,398.78	2,801.22
Consultants	6,000		1,500-	4,500	2,063.70	2,344.80	4,408.50	91.50
Temporary assistance	23,000	4,700	5,200-	22,500	9,267.06	8,334.47	17,601.53	4,898.47
Overtime	1,500		300-	1,200	1,027.79		1,027.79	172.21
Travel and removal	1,800		1,700-	100	28.50		28.50	71.50
Installation payments	1,300		1,300-					
Separation payments	5,000		6,000	11,000	5,494.40	3,902.04	9,396.44	1,603.56
Contribution to Pension Fund	64,300		2,300-	62,000	26,565.61	33,764.90	60,330.51	1,669.49
Repatriation grants	600		600-					
Dependency allowances	17,600	2,600-		15,000	6,198.39	7,545.64	13,744.03	1,255.97
Travel on home leave	300			300	147.10	59.86	206.96	93.04
Staff welfare	7,000		2,500	9,500	4,712.74	4,724.52	9,437.26	62.74
Medical insurance	12,500	4,000		16,500	8,949.68	6,835.04	15,784.72	715.28
Subsidies local budget	25,000		25,000-					
Total, Section 1	555,700	6,100	13,000	574,800	298,511.95	262,853.07	561,365.02	13,434.98
<u>Section 2 - Other expenses and permanent equipment</u>								
Official travel	30,500		5,900-	24,600	9,811.53	14,609.39	24,420.92	179.08
Communications and freight	55,900	3,000-	5,000-	47,900	14,140.87	33,596.30	47,737.17	162.83
Grants to national committees	10,000		100	10,100	10,030.00		10,030.00	70.00
Rent and maintenance of premises	65,100	8,700		73,800	35,555.55	37,273.04	72,828.59	971.41
Office supplies	15,300		600	15,900	7,420.50	8,279.50	15,700.00	200.00
Rental office equipment			2,800	2,800	1,855.14	674.92	2,530.06	269.94
Maintenance of transportation equipment			1,800	1,800	893.62	165.79	1,059.41	740.59
Insurance			1,000	1,000	597.95	111.17	709.12	290.88
Miscellaneous supplies and services	14,200		6,900-	7,300	4,366.67	1,685.48	6,052.15	1,247.85
Hospitality	900		500-	400	240.51	43.85	284.36	115.64
Furniture, office equipment	8,400		1,900-	6,500	3,855.09	2,601.37	6,456.46	43.54
Transportation equipment	8,900		1,700	10,600	1,976.17	8,417.27	10,393.44	206.56
Total, Section 2	209,200	5,700	12,200-	202,700	90,743.60	107,458.08	198,201.68	4,498.32
GRAND TOTAL	764,900	11,800	800	777,500	389,255.55	370,311.15	759,566.70	17,933.30

Table C-3 (continued)

Part II (b). Local costs, field offices - (6) South Central Asia

Statement of administrative and operational services, budgetary estimates, obligations incurred
and unencumbered balance for the year ended 31 December 1968

(In US dollars)

	Budget estimates				Obligations incurred			
	<u>Original</u>	<u>Supplementary</u>	<u>Subsequent adjustments</u>	<u>Revised</u>	<u>Administrative services</u>	<u>Operational services</u>	<u>Total</u>	<u>Unencumbered balance</u>
<u>Section 1 - Salaries, wages and common staff costs</u>								
Established posts	46,100		12,900-	33,200		32,491.40	32,491.40	708.60
Consultants	5,000		1,300-	3,700		3,692.27	3,692.27	7.73
Temporary assistance		2,500		2,500		2,486.67	2,486.67	13.33
Overtime	400		400-					
Contribution to Pension Fund	1,700		1,500-	200		86.16	86.16	113.84
Dependency allowances	6,500	1,000		7,500		7,004.78	7,004.78	495.22
Staff welfare	2,000			2,000		1,971.54	1,971.54	28.46
Medical insurance	700		600-	100		19.76	19.76	80.24
Subsidies local budget	<u>93,400</u>		<u>25,300</u>	<u>118,700</u>		<u>118,576.71</u>	<u>118,576.71</u>	<u>123.29</u>
Total, Section 1	155,800	3,500	8,600	167,900		166,329.29	166,329.29	1,570.71
<u>Section 2 - Other expenses and permanent equipment</u>								
Official travel	10,700		2,600-	8,100		7,950.42	7,950.42	149.58
Communications and freight	2,800		300-	2,500		1,881.03	1,881.03	618.97
Rent and maintenance of premises	1,600		1,600-					
Office supplies	3,200		800-	2,400		2,109.71	2,109.71	290.29
Maintenance of transportation equipment			700	700		577.98	577.98	122.02
Miscellaneous supplies and services	2,700		100-	2,600		2,191.87	2,191.87	408.13
Hospitality	500			500		98.74	98.74	401.26
Furniture, office equipment	5,600		900-	4,700		3,558.82	3,558.82	1,141.18
Transportation equipment	<u>18,000</u>		<u>2,000-</u>	<u>16,000</u>		<u>15,800.00</u>	<u>15,800.00</u>	<u>200.00</u>
Total, Section 2	45,100		7,600-	37,500		34,168.57	34,168.57	3,331.43
GRAND TOTAL	200,900	3,500	1,000	205,400		200,497.86	200,497.86	4,902.14

Table D-1

Summary of allocations approved by the Executive Board in 1968
by programme and geographical area

(In thousands of US dollars)

	Africa	East Asia and Pakistan	South Central Asia	Eastern Medi- terranean	Europe	The Americas	Inter- regional	Total	Per cent
<u>Long-range aid</u>									
<u>Health</u>	2,474.0	5,572.5	1,994.0	2,074.5	24.6	3,409.2	93.0	15,641.8	45.16
<u>Health services</u>	2,394.0	4,481.0	1,657.0	495.6	24.6	1,250.0	93.0	10,395.2	30.01
<u>Disease control</u>	80.0	1,091.5	337.0	1,578.9	-	2,159.2	-	5,246.6	15.15
Malaria	80.0	103.0	337.0	1,487.0	-	2,159.0	-	4,166.0	12.03
BCG anti-tuberculosis vaccination	-	62.0	-	-	-	-	-	62.0	0.18
Other tuberculosis control	-	556.5	-	-	-	0.2	-	556.7	1.61
Trachoma	-	100.0	-	15.9	-	-	-	115.9	0.33
Leprosy	-	127.0	-	-	-	-	-	127.0	0.37
Yaws	-	137.0	-	-	-	-	-	137.0	0.39
Other diseases	-	6.0	-	76.0	-	-	-	82.0	0.24
<u>Nutrition</u>	910.0	435.3	1,915.0	330.0	-	452.3	375.0	4,417.6	12.75
Applied nutrition, nutri- tion education, and related activities	443.0	266.0	1,915.0	-	-	449.0	125.0	3,198.0	9.23
Milk conservation	360.0	145.0	-	50.0	-	3.3	-	558.3	1.61
High-protein food development	107.0	0.3	-	280.0	-	-	250.0	637.3	1.84
Other nutrition	-	24.0	-	-	-	-	-	24.0	0.07
<u>Family and child welfare</u>	319.0	459.0	193.0	155.6	-	199.0	-	1,325.6	3.83
<u>Education</u>	2,287.0	2,889.0	2,066.0	867.3	0.1	566.0	125.0	8,800.4	25.41
<u>Vocational training</u>	344.0	58.0	-	-	-	-	-	402.0	1.16
<u>Integrated services</u>	-	-	-	60.0	64.0	131.0	-	255.0	0.74
<u>Other</u>	-	-	-	-	-	47.0	1,032.0	1,079.0	3.12
Total, for long-range aid								31,921.4	92.17
EMERGENCY AID								2,712.0	7.83
FREIGHT								34,633.4	100.00
TOTAL, PROGRAMME AID								38,133.4	
Estimated operational services for second semester of 1968 and first semester of 1969								5,944.5	
Estimated administrative costs for second semester of 1968 and first semester of 1969								3,367.2	
GRAND TOTAL								47,445.1	

Table D-2. Summary of unfulfilled balances of approved allocations at 31 December 1968,
by programme and geographical area

(In thousands of US dollars)

	Africa	East Asia and Pakistan	South Central Asia	Eastern Medi- terranean	Europe	The Americas	Inter- regional	Total	Per cent
<u>Long-range aid</u>									
<u>Health</u>	3,955.2	8,107.6	5,192.8	1,640.3	38.5	5,265.4	130.5	24,330.3	38.26
<u>Health services</u>	3,869.8	6,367.1	4,225.4	1,050.5	38.5	3,010.2	130.5	18,692.0	29.40
<u>Disease control</u>	85.4	1,740.5	967.4	589.8	-	2,255.2	-	5,638.3	8.86
Malaria	67.0	25.6	126.3	558.0	-	2,174.9	-	2,951.8	4.64
BCG anti-tuberculosis vaccination	-	71.7	57.2	0.3	-	-	-	129.2	0.20
Other tuberculosis control	6.2	1,046.9	664.1	9.7	-	7.5	-	1,734.4	2.73
Yaws/VD	2.4	202.3	-	-	-	-	-	204.7	0.32
Trachoma	-	173.2	76.7	19.3	-	-	-	269.2	0.42
Leprosy	9.2	217.9	43.1	-	-	-	-	270.2	0.43
Other diseases	0.6	2.9	-	2.5	-	72.8	-	78.8	0.12
<u>Nutrition</u>	2,298.3	810.7	6,529.6	556.1	451.7	898.3	679.7	12,224.4	19.22
Applied nutrition, nutrition education, and related activities	1,443.8	507.3	5,593.1	185.6	77.3	835.5	270.8	8,913.4	14.02
Milk conservation	663.7	197.9	650.0	30.2	364.0	42.1	-	1,947.9	3.06
High-protein food development	190.8	50.0	263.3	340.3	10.4	20.7	408.9	1,284.4	2.02
Other nutrition	-	55.5	23.2	-	-	-	-	78.7	0.12
<u>Family and child welfare</u>	874.8	984.0	255.3	290.9	-	309.2	-	2,714.2	4.27
<u>Education</u>	3,993.4	4,647.4	3,470.4	1,399.0	-	1,471.7	102.0	15,083.9	23.72
<u>Vocational training</u>	554.6	76.2	155.9	-	-	34.6	-	821.3	1.29
<u>Integrated services</u>	70.6	-	-	25.9	27.0	131.0	-	254.5	0.40
<u>Other</u>	-	-	(510.7)	-	-	54.2	1,187.9	731.4	1.15
<u>Total, long-range aid</u>	11,746.9	14,625.9	15,093.3	3,912.2	517.2	8,164.4	2,100.1	56,160.0	88.31
<u>Emergency aid</u>								1,208.8	1.90
<u>Freight</u>								57,368.8	90.21
<u>Total for programme aid</u>								1,554.2	2.45
Operational services for the first semester of 1969								2,980.4	4.69
Administrative costs for the first semester of 1969								1,686.7	2.65
Allocations approved by the Executive Board to be fulfilled (statement II)								63,590.1	100.00

Table D-3. Summary of formal commitments outstanding at 31 December 1968 approved by the Executive Board,
by programme and geographical area

(In thousands of US dollars)

	Africa	East Asia and Pakistan	South Central Asia	Eastern Medi- terranean	Europe	The Americas	Inter- regional	Total	Per cent
<u>Health</u>	1,459.0	4,693.0	2,149.0	413.0	-	1,000.0	49.0	9,763.0	23.69
<u>Health services</u>	1,459.0	3,024.2	2,149.0	413.0	-	1,000.0	49.0	8,094.2	19.64
<u>Disease control</u>	-	1,668.8	-	-	-	-	-	1,668.8	4.05
BCG anti-tuberculosis vaccination	-	92.0	-	-	-	-	-	92.0	0.22
Other tuberculosis control	-	1,363.8	-	-	-	-	-	1,363.8	3.31
Leprosy	-	105.0	-	-	-	-	-	105.0	0.26
Trachoma	-	61.0	-	-	-	-	-	61.0	0.15
Poliomyelitis control	-	47.0	-	-	-	-	-	47.0	0.11
<u>Nutrition</u>	472.0	112.0	2,656.0	100.0	-	199.0	450.0	3,989.0	9.68
Applied nutrition, nutrition education and related ac- tivities	336.0	112.0	1,500.0	-	-	199.0	-	2,147.0	5.21
Milk conservation	136.0	-	556.0	100.0	-	-	-	792.0	1.92
High-protein food development	-	-	600.0	-	-	-	450.0	1,050.0	2.55
<u>Family and child welfare</u>	430.6	468.0	-	122.0	-	314.0	-	1,334.6	3.24
<u>Education</u>	4,481.5	5,075.0	3,059.0	662.0	-	594.0	-	13,871.5	33.67
<u>Integrated services</u>	18.0	-	-	-	-	39.0	-	57.0	0.14
<u>Other</u>	-	-	-	-	-	47.0	1,274.0	1,321.0	3.21
<u>TOTAL</u>	6,861.1	10,348.0	7,864.0	1,297.0	-	2,193.0	1,773.0	30,336.1	73.63
<u>FREIGHT</u>								6,200.0	15.05
<u>TOTAL PROGRAMME COMMITMENTS</u>								36,536.1	88.68
Estimated operational services for second semester of 1969								2,980.4	7.23
Estimated administrative costs for second semester of 1969								1,686.7	4.09
<u>TOTAL OUTSTANDING COMMITMENTS</u>								41,203.2	100.00

E. Internal matching by assisted Governments in 1968

6. The provision by Governments of local funds, facilities, services, supplies, personnel and other resources for the execution of projects aided by UNICEF is known as "internal matching". For allocations made by UNICEF in 1968 totalling \$47.4 million, in accordance with advice received, the assisted Governments undertook to spend a minimum of \$96.0 million.

Table 1 UNICEF allocations and internal matching by assisted Governments by geographical area in 1968
(In thousands of US dollars)

	UNICEF allocations	Internal matching by Governments
<u>Programme assistance</u>		
Africa	8,434	20,942
East Asia and Pakistan	9,414	26,025
South Central Asia	6,168	17,349
Eastern Mediterranean	3,999	11,718
Europe	89	282
The Americas	4,804	19,213
Assistance benefiting more than one region	<u>5,225</u>	<u>475</u>
	38,133	96,004
<u>Estimated operational services costs for second semester of 1968 and first semester of 1969</u>	5,945	
<u>Estimated administrative costs for second semester of 1968 and first semester of 1969</u>	<u>3,367</u>	-----
	<u>47,445</u>	<u>96,004</u>

PART TWO
UNICEF GREETING CARD FUND

FOREWORD

Fifty million greeting cards were sold in 115 countries and territories in the 1967 season bringing UNICEF a net profit of \$3.2 million. This constitutes about 7.5 per cent of total UNICEF income in 1968.

The Greeting Card operation not only furnishes UNICEF a considerable source of income but has provided people in many countries with a means of making a direct contribution both to a United Nations enterprise and to millions of children in developing countries. Artists of distinction from twenty-three countries contributed their creative talents to the designs for the 1967 campaign. As in past years, UNICEF national committees and other voluntary groups were the main sales agents, and sales and distribution costs were kept to a minimum because of extensive voluntary help. We greatly appreciate the devoted efforts of the many thousands of persons who contributed to the success of the enterprise.

In the 1966 and 1967 campaign seasons the rate of growth in the sales of cards levelled off. During the course of 1967 a number of management aspects of the operation were reorganized or strengthened and this process continues. Preliminary reports of 1968 sales show a welcome increase for that year.

(Signed) Henry R. LABOUISSSE
Executive Director

A. A BRIEF ACCOUNT OF THE 1967 CAMPAIGN
1 MAY 1967 TO 30 APRIL 1968

Sales

1. Card sales in the 1967 season amounted to 50,118,000, an increase of 264,000 or 0.5 per cent over the preceding year. Calendar sales amounted to 509,000, an increase of 10 per cent over the preceding year.

2. As is shown in table 1 below, the percentage increase in the sale of cards levelled off in the 1966 and 1967 campaigns compared with 1965, when the increase had been 23 per cent. Since the early years of the operation, sales increased about 20 per cent a year.

Table 1. Greeting cards and calendars sold
1965, 1966 and 1967 campaigns

Campaign year	Cards sold	Percentage increase over previous year	Calendars sold	Percentage increase over previous year
1965	46,473,000	23	460,000	35
1966	49,854,000	7	463,000	1
1967	50,118,000	0.5	509,000	10

3. All of the reasons for the levelling off of sales in the 1966 season and again in 1967 are not known. Market testing of both the products and the promotion techniques is under way in order to pinpoint problem areas and to facilitate solutions. It appears that a contributing factor in 1967 was the increase of the selling price in the United States by 20 per cent. (This is not expected to be a factor which will substantially affect sales in 1968, since generally price increases have their major effect on sales in the first year.)

4. Among the promotion materials produced for the 1968 campaign by the Greeting Card operation and supplied to sales agents were the following:

	<u>Quantity produced</u>
Greeting card brochures (16 languages)	9,172,000
Posters (3 languages, 5 versions)	198,200
Glossy photos for press reproduction	66,600
Promotional streamers for sales centres	45,100
Promotion kits containing basic written material for local publicity	10,700
Television promotion spots (film prints - 3 languages, 5 versions)	730

5. Table 2 gives a breakdown of the sale of cards by main geographic areas and selling countries. Increases are shown for Central and South America of almost 26 per cent; about 3 per cent for Europe; 3 per cent for Canada; and about 2 per cent for Asia. Decreases are shown for the United States of over 4 per cent; almost 8 per cent for Australia and New Zealand; and 4 per cent for Africa and Eastern Mediterranean. Comparative information is included in the table for the 1965 and 1966 campaign years.

Table 2. Greeting card sales by area and major selling country

1965 to 1967

	<u>1965 season</u>		<u>1966 season</u>		<u>1967 season</u>		Percentage of increase 1967 over 1966
	<u>Cards sold</u>	<u>Percentage of total sales</u>	<u>Cards sold</u>	<u>Percentage of total sales</u>	<u>Cards sold</u>	<u>Percentage of total sales</u>	
<u>North America</u>							
United States of America	22,053,937	47.4	21,893,648	43.9	20,996,520	41.9	(4.1)
Canada	4,185,810	9.0	4,746,220	9.5	4,888,088	9.8	3.0
	<u>26,239,747</u>	<u>56.4</u>	<u>26,639,868</u>	<u>53.4</u>	<u>25,884,608</u>	<u>51.7</u>	(2.8)
<u>Europe</u>							
Federal Republic of Germany	2,904,270	6.2	3,502,565	7.0	4,211,876	8.4	20.3
France	1,796,510	3.9	2,255,900	4.5	2,611,110	5.2	15.7
United Kingdom of Great Britain and Northern Ireland	3,714,311	8.0	3,055,188	6.1	2,505,357	5.0	(18.0)
Switzerland	1,065,000	2.3	1,367,800	2.8	1,385,560	2.8	1.3
Netherlands	907,280	2.0	1,058,000	2.1	1,231,000	2.5	16.4
Norway	1,085,622	2.3	1,177,065	2.4	1,014,195	2.0	(13.8)
Denmark	1,104,697	2.4	1,083,092	2.2	952,027	1.9	(12.1)
Sweden	1,057,490	2.3	1,124,486	2.3	948,152	1.8	(15.7)
Other European countries	2,286,401	5.0	2,840,384	5.7	3,151,828	6.3	11.3
	<u>15,921,581</u>	<u>34.4</u>	<u>17,464,500</u>	<u>35.1</u>	<u>18,021,105</u>	<u>35.9</u>	3.2
<u>Central and South America</u>	1,363,404	2.9	2,237,357	4.5	2,816,946	5.6	25.9
<u>Asia</u>	1,068,590	2.3	1,334,972	2.7	1,358,266	2.7	1.7
<u>Australia and New Zealand</u>	1,188,935	2.5	1,409,230	2.8	1,299,657	2.6	(7.8)
<u>Africa and Eastern Mediterranean</u>	690,906	1.5	767,906	1.5	736,980	1.5	(4.0)
TOTALS	<u>46,473,163</u>	<u>100.0</u>	<u>49,853,833</u>	<u>100.0</u>	<u>50,117,562</u>	<u>100.0</u>	0.5

6. Card sales in major selling countries on the basis of 1,000 population are given in table 3.

Table 3. Card sales of major selling countries^{a/} on
a population basis
1965-1967

<u>Country</u>	<u>Card sales per 1,000 of population</u>		
	<u>1965</u>	<u>1966</u>	<u>1967</u>
Luxembourg	327	337	300
Norway	293 ^{b/}	314	268
Canada	213	238	239
Switzerland	181	226	229
Denmark	234	226	197
Sweden	138	144	120
Iceland	92	161	114
New Zealand	106	158	113
Finland	24	24	107
United States of America	113	111	105
Netherlands	74	85	98
Belgium	81	78	87
Australia	79	84	84
Federal Republic of Germany	49	59	73
Chile	35	50	67
Ireland	48	52	53
France	37	46	52
United Kingdom of Great Britain and Northern Ireland	68	56	45
Austria	27	41	39
Argentina	14	25	31
Peru	15	21	23

a/ The list includes countries where sales exceed ten cards per 1,000 of the population.

b/ Excludes special cards sold in connexion with the Nobel Peace Prize Award.

Income and expenditure

7. The net income of \$3,218,000 was \$112,700 higher than the year before. Gross income amounted to \$7.9 million, or an amount of \$514,457 higher than the year before. A total of 32 per cent of the gross income went for production, staff and sales costs and 26 per cent for commissions, duties and taxes. Net income constituted 41 per cent of the gross income, as compared to 42 per cent the year before. The goal of the Greeting Card operation is to achieve a net income of 50 per cent of the gross.

8. Table 4 shows the gross income, expenditures and net operating income for the 1967 sales campaign with comparative figures for the two previous years.

Table 4. Gross and net operating income, 1965 to 1967 sales campaigns

(In US dollars)

Campaign year	Gross income	Commission, duties and taxes	Commission, duties and taxes as percentage of gross income	Production staff and sales costs	Production staff and sales costs as percentage of gross income	Revolving Fund share of net calendar and book income	Revolving Fund share of net calendar and book income as percentage of gross income	Net operating income	Net operating income as percentage of gross income
1965	6,677,802	1,471,201	22	1,902,147	28	75,966	1	3,228,488	48
1966	7,386,655	1,830,663	25	2,370,163	32	80,588	1	3,105,241	42
1967	7,901,112	2,065,362	26	2,504,850	32	112,959	1	3,217,941	41

9. The smaller increase in net operating income than in gross income is due to several factors. Commissions are used to finance local promotion and distribution expenses for the sales of cards and calendars as well as to inform the public generally about the needs of children in developing countries. There was an increase during the year of promotion and local public information activities by UNICEF national committees and as a result commissions increased by \$234,699. This constituted an increase in commissions from 23.4 per cent of the gross sales for 1966 to 24.8 per cent for 1967. There was also an increase in staff and other administrative costs and in permanent equipment costs due to the strengthening of the organization and controls of the Greeting Card operation. The amount paid to the Public Information Revolving Fund was also increased.

10. Income and expenditure for the 1967 sales campaign compared with the estimates approved by the Committee on Administrative Budget (E/ICEF/AB/L.67) are shown in table 5.

Table 5. Income and expenditure for the 1967 campaign compared with approved estimates

(In US dollars)

	<u>Approved estimates</u>		<u>Actual</u>		<u>Difference</u>	
	Dollars	Percentage	Dollars	Percentage	Dollars	Percentage increase or (decrease)
<u>Sales</u>						
Greeting cards	8,200,000	86.3	6,708,076	84.9	(1,491,924)	(18.2)
Engagement calendars	1,200,000	12.6	1,166,995	14.8	(33,005)	(0.3)
Book <u>The Children Come Running</u>	-	-	107	-	107	-
Fine art prints	100,000	1.1	25,934	0.3	(74,066)	(74.1)
Total gross sales	9,500,000	100.0	7,901,112	100.0	(1,598,888)	(16.8)
<u>Less:</u>						
Commissions paid	(2,187,000)	23.0	(1,959,801)	24.8	227,199	10.4
Duties and taxes	(100,000)	1.1	(105,561)	1.4	(5,561)	(5.6)
Net sales income	7,213,000	75.9	5,835,750	73.8	1,377,250	(19.1)
<u>Budgetary expenditures</u>						
Salaries, wages and common staff costs	312,000	3.5	276,647	3.5	35,353	(11.3)
Other expenses and permanent equipment	313,600	3.3	355,316	4.5	(41,716)	13.3
Production costs	1,600,000	16.8	1,535,811 ^{a/}	19.4	64,189	(4.0)
Sales promotion costs	360,000	3.8	337,076	4.3	22,924	(6.4)
	2,585,600	27.2	2,504,850	31.7	80,750	(3.1)
<u>Share of gross profit on calendars and books allocated to UNICEF Public Information Revolving Fund</u>						
	-	-	112,959	1.4	112,959	-
	2,585,600	27.2	2,617,809	33.1	193,709	(7.4)
<u>Net operating income</u>						
Miscellaneous	30,000	0.3	25,912	0.3	4,088	(13.3)
<u>Excess of income over expenditure for the campaign</u>	4,657,400	49.0	3,243,853	41.0	1,413,547	(30.4)

^{a/} Adjusted for inventory increase and to include 100 per cent of calendar costs.

Organization and controls

11. As reported in the budget estimates of the Greeting Card operation for the 1960 season, a number of steps were taken to strengthen the management of the Greeting Card operation. 1/ This included accounting procedures, stock control, design selection and production and sales operations.

Designs

12. Designs were donated by sixty-one artists from twenty-three countries. Twenty designs were used for the cards, and forty-one for the calendar. A list of these artists is set out below. The generosity of these artists has made possible a continuing high standard of design.

<u>Card artists</u>	<u>Name of design</u>	<u>Nationality</u>
Reidar Johan Berle	Folk Dancing	Norway
Ossi Czinner	Peace on Earth	Austria
Salvador Dali	The Angel	Spain
Jean Dufuffat	Fanciful Village	France
Faik H.	Children at Play	Iraq
Leonard Foujita	The New Doll	France
Margo Hoff	Three Saints	United States
Shygan Kapoor	Ride, My Little One	India
St. Tamara Kolbe	Festive Tree	United States
Oskar Kokoschka	Mother and Child	United Kingdom
Jean-Paul Lemieux	Nativity	Canada
Henry Messon	Snowy Winter	Canada
Annette Ollivary	Companions	France
John Piper	The Chapel	United Kingdom
Donald Searle	Holiday on Skis	United Kingdom
Beatrice Tanaka	Fumba Boi Dance	Brazil
William Then	Alpine Valley	United States
Robert Vickrey	Windy Day	United States
Botroslav Vondrous	Magie Night	Czechoslovakia
Teikka Vuori	Winter Birds	Finland
<u>Calendar artists</u>		
Helena Adamoff	Winter Fair	France
Toussaint Auguste	Nativity	Haiti
L. Birnbaum	United Nations	United States
Andre Ecuquet	Winter Morning	France
Lucy Calenda	Enchanted Forest	Brazil
Jean Cauty	Romanesque II	France
Jacqueline Duheme	Children at Play	France
Roger Duvoisin	Holiday Gifts	United States

1/ E/ICEF/AB/L.78, paras. 44-45.

<u>Calendar artists</u> (continued)	<u>Name of design</u>	<u>Nationality</u>
Evelyn Favus	Joyful Circle	United States
Paul Guiramand	Jaunting Cart	France
A.Y. Jackson	Village in the Snow	Canada
Ezra Jack Keats	Joy of Sharing	United States
Edith Lange	Bouquet	Switzerland
Christian Larsen	Dreaming of Christmas	Denmark
Jean Lurcat	Bird of Peace	France
Loren MacIver	Festive Lights	United States
Hope Meryman	Playtime	United States
Yaroslava Mills	Carol Singers	United States
Beni Montresor	Three Wise Men	Italy
Otto Nielsen	Christmas Eve	Denmark
Papa Ibra Tall	Wonders of the Bush	Senegal
James Varner Parker	Eyes of God	United States
Kiyoshi Saito	Deep Winter	Japan
Amine N. Sfeir	Festive Candles	Lebanon
Nicola Simbari	Procession	Italy
Edward John Stevens	Desert City	United States
Lena Stockli	Jungle	Switzerland
Chuah Thean Tong	Two of a Kind	Malaysia
Suzanne Thormen	The Endless Chain	United States
Louis Toffoli	Rest in the Desert	France
Paolo Tommasi	The Cathedral	Italy
Mario Toppi	Shepherd's Watch	Italy
Tusnelda	Dancing Children	United States
Allen Ullman	World Port	United States
Hans Unger	Dolphin Ship	United Kingdom
Orest Vereisky	Fairy Tale	Union of Soviet Socialist Republics
Vo-Dinh	Wind Play	Republic of Viet-Nam
Vu-Cao-Dam	Maternity	Republic of Viet-Nam
Harald Wiberg	Winter Night and Shepherds	Sweden
Brian Wildsmith	A World of Fancy	United Kingdom
Andrew Wyeth	Rural Holiday	United States

B. REPORT OF THE BOARD OF AUDITORS ON THE ACCOUNTS OF
THE GREETING CARD FUND FOR THE YEAR ENDED
30 APRIL 1968

1. The Executive Director of the United Nations Children's Fund submitted the following statements for certification, regarding the Greeting Card Fund:

Statement I. Income and expenditure for the 1967 campaign year to 30 April 1968;

Statement II. Budgetary authorizations and obligations incurred for the year ended 30 April 1968 and unobligated balances of authorizations at 30 April 1968.

2. The Board has suggested in previous years that a study of the Fund's operational and structural organization be made. Such a study was undertaken during 1968 and 1969 by the External Auditors using data made available by the United Nations Administrative Management Service and by the Internal Auditors of UNICEF.

3. Although the operational audit programme is in the early stages of its development, a report was submitted to the Executive Director of UNICEF on the findings of this study. This report presents recommendations with a view to improving accounting procedures, campaign programming, sales promotion, stock control and financial supervision. Implementation of some of the proposals made will be discussed further with the Executive Director of UNICEF during the second phase of the survey in 1969, so that the General Assembly may be informed in 1970 of the results of this effort.

4. The Board recommends that the existing operating manual should be completed and expanded. This would be very helpful in maintaining continuity during personnel changes, in training and orientating new employees, and in the over-all operations of the Greeting Card Fund.

5. The Board believes that the Fund's budget should represent a plan or a guide for the coming campaign. Details used in compiling the budget should be submitted with the budget to assist UNICEF in its review and approval, and to involve UNICEF management more directly in the operations of the Greeting Card Fund.

6. The present set-up of the Greeting Card Fund and its basic agreement with the various national committees present a problem in the verification of ending inventories. The Greeting Card Fund requires that the Committee must be audited by private independent external auditors, but these auditors will not verify the inventory of cards, since it is on consignment and is the property of the Greeting Card Fund. The figures supplied to the independent auditor by the Committee are then forwarded to the Greeting Card Fund. The Board suggests that the scope of the private independent auditors be expanded and that they be required to verify the consignment inventories.

7. Copies of consignment invoices of the United States Committee are submitted to the Greeting Card Fund to serve as the basis for recording the depletion of stocks. The United States Committee, however, takes stock for consignment from racks on which no electronic counter control is installed.

8. The Board recommends that the written agreement with the United States Committee should include the following:

(a) Transfers of stock should be made only on orders from the Committee, and, as such, the Committee should maintain separate and proper stock records of its own supplies; or

(b) The stock accounting of the United States Committee should be integrated into the system of the Greeting Card Fund on a cost-sharing basis;

(c) The Board also recommends that an adequate system be agreed upon, to exercise effective control over outgoing consignments to the United States Committee.

9. The Board is appreciative of the co-operation and assistance received from UNICEF and Greeting Card personnel.

(Signed) S.M. RAZA, S.Pk.,
Comptroller and Auditor-
General of Pakistan.

A.M. HENDERSON,
Auditor-General
of Canada

Victor G. RICARDO,
Controller General
of Colombia.

1 July 1969

C. FINANCIAL STATEMENTS OF THE GREETING CARD AND RELATED
OPERATIONS FOR THE 1967 SALES CAMPAIGN

ACCOUNTING PERIOD FROM 1 MAY 1967 TO 30 APRIL 1968

1. At its meeting in June 1967, the Executive Board decided that beginning with the calendar year 1968, the greeting card and related operations would be financed entirely from UNICEF's funds, instead of from a separate working capital that had been built up from past profits. 1/ This separate working capital, which consisted of cash in the bank, accounts receivable, inventories, and prepaid expenses, less accounts payable, amounted to \$1,712,132 after closure of the 1966 campaign. 2/ The component net assets of \$1,712,132 were incorporated with those of UNICEF at 1 January 1968, in accordance with the Executive Board's decision, and the offsetting credit was made to UNICEF's income for 1968. Consequently there is no statement of assets and liabilities.

2. The financial statements therefore comprise the following:

- (a) Statement I. Income and expenditure for the 1967 campaign year to 30 April 1968;
- (b) Statement II. Budgetary estimates, obligations incurred, and unencumbered balance of estimates for the year to 30 April 1968;
- (c) Notes forming part of statements I and II.

1/ E/ICEF/463, para. 217.

2/ E/ICEF/AB/L.76, para. 33.

INCOME AND EXPENDITURE
(In United States dollars)

	1967 Campaign - Year to 30 April 1968			1966 Campaign - Year to 30 April 1967		
	\$	\$	\$	\$	\$	\$
<u>Sales</u>						
Greeting cards		6,708,076.22			6,296,186.12	
Calendars		1,166,354.55			1,076,038.29	
Fine art prints		25,955.75				
Books		<u>107.32</u>			<u>14,431.01</u>	
		7,901,112.04			7,386,655.42	
<u>Less: Commissions paid</u>	1,959,801.49			1,724,914.94		
Duties and taxes	<u>105,560.72</u>	<u>1,065,362.21</u>	5,855,749.85	<u>105,747.83</u>	<u>1,890,662.77</u>	5,555,992.65
<u>Cost of sales</u>						
Opening inventory		158,550.00			152,894.00	
Production costs		<u>1,561,729.32</u>			<u>1,556,259.10</u>	
		1,720,279.32			1,689,153.10	
<u>Less: Closing inventory</u>		<u>184,216.91</u>	1,535,811.41		<u>158,530.00</u>	1,530,623.10
<u>Gross profit on sales</u>			4,299,938.42			4,025,369.55
LESS:						
<u>Share of gross profit on calendars and books</u> allocated to UNICEF Public Information Revolving Fund			<u>112,958.81</u>			<u>80,587.74</u>
			4,186,979.55			3,944,781.81
LESS:						
<u>Other expenditure</u>						
Salaries, wages and common staff costs		276,646.48			204,878.90	
Other expenses and permanent equipment		555,316.24			273,319.56	
Sales promotion costs		<u>227,076.22</u>	<u>969,036.94</u>		<u>361,341.96</u>	<u>859,540.42</u>
<u>Net operating income</u>			3,217,940.64			3,105,241.39
ADD:						
<u>Other income</u>			<u>25,911.95</u>			<u>19,061.65</u>
<u>Excess of income over expenditure</u>			<u>3,243,852.59</u>			<u>3,124,303.04</u>

Note: The notes in section D, paragraphs 1-6 form an integral part of this statement and should be read in conjunction therewith.

CERTIFIED CORRECT

(Signed) W.G. MIDDELMANN
Comptroller

APPROVED

(Signed) Henry R. LABOUISSSE
Executive Director

AUDIT CERTIFICATE

The above statement of income and expenditure of the UNICEF Greeting Card Fund for the financial year ended 31 December 1968 has been examined in accordance with our directions. We have obtained all the information and explanations that we have required, and we certify, as a result of the audit, that, in our opinion, the financial statement is correct, subject to the observations in our report.

(Signed) S.M. RAZA, S.P.R.,
Comptroller and Auditor-
General of Pakistan

A.M. HENDERSON,
Auditor-General
of Canada

Victor G. RICARDO,
Controller General
of Colombia

1 July 1969

Budgetary authorizations and obligations incurred for the year ended 30 April 1968
and unobligated balances of authorizations at 30 April 1968

(In US dollars)

	Budgetary authorizations			Obligations incurred	Unobligated balance of authorization	1966 Campaign obligations incurred for year to 30 April 1967
	Original	Adjustments	Revised			
	\$	\$	\$	\$	\$	\$
Section 1. Salaries, wages and common staff costs						
Established posts	243,000.00	(31,200.00)	211,800.00	209,063.74	2,736.26	178,004.36
Consultants	20,000.00	(7,400.00)	12,600.00	11,628.36	571.64	-
Temporary assistance	10,000.00	4,800.00	14,800.00	14,722.71	77.29	-
Travel and removal	1,000.00	1,050.00	2,050.00	1,984.09	65.91	81.36
Installation payments	1,000.00	1,800.00	2,800.00	2,685.00	115.00	330.00
Separation payments	4,000.00	(2,300.00)	1,700.00	1,694.34	5.66	203.90
Contributions, Pension Fund	24,000.00	1,200.00	25,200.00	24,634.61	565.39	18,339.83
Dependency allowance	6,000.00	600.00	6,600.00	6,120.59	479.41	4,066.71
Medical insurance and related payments	3,000.00	1,600.00	4,600.00	4,113.04	486.96	2,503.34
Travel on home leave	-	-	-	-	-	1,349.40
Total, Section 1	<u>312,000.00</u>	<u>(29,850.00)</u>	<u>282,150.00</u>	<u>276,646.48</u>	<u>5,503.52</u>	<u>204,878.90</u>
Section 2. Other expenses and permanent equipment						
Travel on official business	13,000.00	5,000.00	18,000.00	17,671.33	328.67	15,566.14
Freight	110,000.00	(5,500.00)	104,500.00	104,196.31	303.69	128,659.61
Communications	19,000.00	(4,100.00)	14,900.00	14,844.86	55.14	19,503.43
Rental and maintenance of premises and storage	50,000.00	4,500.00	54,500.00	53,717.89	782.11	92,001.55
Office supplies	8,000.00	(2,550.00)	5,450.00	5,410.35	39.65	6,256.89
Miscellaneous	4,500.00	10,100.00	14,600.00	13,100.27	1,499.73	18,058.78
Rental and maintenance of office and accounting equipment	13,000.00	20,300.00	33,300.00	33,280.69	19.31	-
External audit costs	10,000.00	(3,000.00)	7,000.00	7,000.00	-	18,800.00
Hospitality	100.00	350.00	450.00	349.25	100.75	335.14
Office equipment	6,000.00	5,800.00	11,800.00	9,851.24	1,948.76	18,669.91
Production and distribution equipment	40,000.00	(20,000.00)	20,000.00	18,894.05	1,105.95	43,450.51
Total, Section 2	<u>313,600.00</u>	<u>47,900.00</u>	<u>361,500.00</u>	<u>355,316.24</u>	<u>6,183.76</u>	<u>361,341.96</u>
Section 3. Production costs						
Greeting cards	1,250,000.00	40,000.00	1,290,000.00	1,230,987.17	59,012.83	1,229,498.24
Calendars	300,000.00	(52,000.00)	248,000.00	245,173.22 ^{a/}	2,826.78	277,658.57 ^{a/}
Fine art reproductions	50,000.00	(6,050.00)	43,950.00	24,344.63	19,605.37	-
Total, Section 3	<u>1,600,000.00</u>	<u>(18,050.00)</u>	<u>1,581,950.00</u>	<u>1,500,505.02</u>	<u>81,444.98</u>	<u>1,507,156.81</u>
Section 4. Sales promotion costs						
Brochure printing	310,000.00	-	310,000.00	298,006.10	11,993.90	227,758.09
Publicity and promotion	50,000.00	-	50,000.00	39,070.12	10,929.88	45,561.47
Total, Section 4	<u>360,000.00</u>	<u>-</u>	<u>360,000.00</u>	<u>337,076.22</u>	<u>22,923.78</u>	<u>273,319.56</u>
GRAND TOTAL	<u>2,585,600.00</u>	<u>-</u>	<u>2,585,600.00</u>	<u>2,469,543.96</u>	<u>116,056.04</u>	<u>2,346,697.23</u>

Note: The notes in section D, paragraphs 7-9, form an integral part of this statement and should be read in conjunction therewith.

a/ The obligations incurred in respect of calendar production costs represent 80 per cent of the total obligations under this heading, in view of the sharing agreement with the Public Information Revolving Fund.

CERTIFIED CORRECT

(Signed) H.G. MIDDELMANN
Controller

APPROVED

(Signed) Henry R. LABOUISSE
Executive Director

AUDIT CERTIFICATE

The above statement of budgetary authorizations and obligations incurred and unobligated balances of authorizations of the UNICEF Greeting Card Fund for the financial year ended 31 December 1968 has been examined in accordance with our directions. We have obtained all the information and explanations that we have required, and we certify, as a result of the audit, that, in our opinion, the financial statement is correct, subject to the observations in our report.

(Signed) S.M. RAZA, S.Pk.,
Comptroller and Auditor-
General of Pakistan

A.M. HENDERSON,
Auditor-General
of Canada

Victor G. RICARDO,
Controller General
of Colombia

1 July 1969

D. NOTES FORMING PART OF STATEMENTS I AND II

Notes on Statement I: Income and expenditure

Inventory 30 April 1968

1. At 30 April 1968, greeting card stocks held globally totalled 38.5 million boxed cards, and the equivalent of 30 million cards in unfinished state, a total somewhat higher than comparable amounts at 30 April 1967. During the financial period, nearly 7 million greeting cards of old designs considered no longer salable were disposed of as scrap paper. (A further 10.6 million old cards were scrapped shortly after the closure of the 1967 campaign.) Further reviews of the salability of remaining stocks of cards are being made to ascertain what further disposal action is required. The inventory at 30 April, which, in addition to greeting cards, includes paper, envelopes and packing materials, has been valued at \$184,517 (compared to \$158,530 a year earlier). This is considered a reasonable estimate of the value of those items that can be used in the 1968 campaign.

2. The card stock movement is set forth in table 6.

Table 6. Card stock movement during the 1967 season
(In millions of cards)

	<u>Uncollated</u>	<u>Collated</u>	<u>Total</u>
Opening inventory as of 1 May 1967	30.6	33.4	64.0
New cards printed, 1967 season	17.5	51.4	68.9
<u>Deduct:</u> cards sold and destroyed, 1967 season	<u>(18.1)</u>	<u>(46.3)</u>	<u>(64.4)</u> ^{a/}
Closing inventory as of 30 April 1968	<u>30.0</u>	<u>38.5</u>	<u>68.5</u>

^{a/} Of this total, 50.1 million cards were sold. Of the other 14.3 million, 7 million were destroyed. Normal losses by "slippage" in production processes account for the major part of the remainder.

Share of production cost and gross profit
on calendars and books

3. On the basis of an agreement for the Greeting Card operation and the UNICEF Public Information Revolving Fund to share production costs and gross profits on calendars and books, the Greeting Card operation realized an income of \$451,741 and the UNICEF Public Information Revolving Fund an income of \$112,958 in the 1967 season. The agreement charges the Revolving Fund with 20 per cent of production costs of calendars and 50 per cent on books and gives the Revolving Fund 20 per cent of the gross (less commissions, duties and taxes) on calendars and 50 per cent on books.

4. Whereas in previous years the income and expenditure statements excluded figures for the sharing agreement with the Public Information Revolving Fund, for the 1967 campaign, both sales and expenditure are shown on a gross basis, and the sharing between the Public Information Revolving Fund and the Greeting Card operation are shown in table 7 below.

Table 7. Calendars and books: Sharing of income and expenditure between the
Greeting Card operation and UNICEF Public Information Revolving Fund

(In United States dollars)

	Gross	UNICEF Public In- formation Revolving Fund share	Greeting Card operation share
	\$	\$	\$
<u>Income</u>			
Sale of calendars	1,166,994.55	233,398.91	933,595.64
Sale of books	107.52	53.76	53.76
Total	1,167,102.07	233,452.67	933,649.40
<u>Less:</u>			
<u>Expenditures</u>			
Commissions paid	288,550.10	57,723.46	230,826.64
Duties and taxes	7,385.35	1,477.07	5,908.28
Production costs	306,466.52	61,293.30	245,173.22
Total	602,401.97	120,493.83	481,908.14
<u>Income less expenditures</u>	564,700.10	112,958.84	451,741.26

Other income

5. The total of \$25,912 consisted mainly of credits from the Staff Assessment Plan. The balance came largely from the cancellation of previous years' budgetary obligations, from the sale of old cards as scrap, and from claims for shipping losses and damages.

Excess of income over expenditure

6. The total of \$3,243,852 from the 1967 sales campaign was transferred to the general resources of UNICEF for 1968, after closure of the campaign records at 30 April 1968. As in previous years, the net income for the 1967 campaign, established after closure of the records at 30 April 1968, was based on the inclusion of accounts receivable in the sales total in the amount of \$2,963,221 (compared with \$2,742,635 on 30 April 1967). In addition, in accordance with the decision of the Executive Board at its meeting in June 1967, the balance of the working capital of \$1,712,132 remaining after closure of the 1966 campaign was also transferred in 1968 to the general resources of UNICEF making a total income for 1968 of \$4,955,984 from greeting card and related operations.

Notes on Statement II. Budgetary estimates, obligations incurred
and unencumbered balances of estimates for
the year ended 30 April 1968

7. The Executive Board, at its session in June 1967, approved budget estimates for the 1967 sales campaign in the amount of \$2,585,600 (E/ICEF/AB/L.67). These estimates excluded 20 per cent of the production cost of the engagement calendars, which was to be charged to the Public Information Revolving Fund under the sharing agreement with the latter, and statement II shows, under section 3, production costs - Calendars, only 80 per cent of actual estimates and expenditures.

8. Certain transfers between individual budget lines and sections were necessary during the campaign, but the authority given to the Executive Director to spend an additional amount up to 15 per cent of the gross estimates was not invoked.

9. Obligations incurred against the original estimate of \$2,585,600 amounted to \$2,469,543.96 and the unobligated balance of \$116,056.04 being no longer required, has been cancelled.