

A. Respondent Profile

Please provide us with some information about your company's history with UNICEF.

A.1 For how many years has your company had a partnership with UNICEF?

- 0-3 4-6 7-10 more than 10

A.2 Please indicate the approximate total amount you invest in your relationship with UNICEF annually, in dollar equivalency (if your partnership does not concern funding then please select None).

- None
 \$1,000-\$25,000 a year
 \$25,001-\$100,000 a year
 \$100,001-\$500,000 a year
 \$500,001-\$1 million a year
 \$1 million - \$5 million a year
 \$5 million - \$10 million a year
 \$10 million +

A.3 Please indicate the location from which your company MANAGES its relationship with UNICEF.

<input type="radio"/> Local office (within country)
<input type="radio"/> Regional office
<input type="radio"/> Global headquarters
<input type="radio"/> Other, please specify <input type="text"/>

A.4 My primary point of contact at UNICEF is:

<input type="radio"/> UNICEF's office in a developing country
<input type="radio"/> UNICEF's regional office
<input type="radio"/> UNICEF's office in an industrialized country (National Committee)
<input type="radio"/> UNICEF's Global Headquarters (NY)
<input type="radio"/> UNICEF's Global Headquarters (Geneva)

* A.5 Please name the specific country where your point of contact is located (your reply to this question is required).

A.6 In what region(s) of the world is your company's headquarters located?

- Latin American and the Caribbean
- Middle East and North Africa
- Central and Eastern Europe and the Commonwealth of Independent States
- East Asia and the Pacific
- South Asia
- West & Central Africa
- Eastern and Southern Africa
- North America
- Western Europe

A.7 In what region(s) of the world does your company support UNICEF's work?

Please select all that apply.

- Latin American and the Caribbean
- Middle East and North Africa
- Central and Eastern Europe and the Commonwealth of Independent States
- East Asia and the Pacific
- South Asia
- West & Central Africa
- Eastern and Southern Africa
- North America
- Western Europe

A.8 What industry does your company belong to?

- Advertising & Marketing
- Aerospace & Defense
- Alcohol & Tobacco
- Automobiles & Parts
- Banking
- Financial Services
- Beverages
- Biotechnology
- Business & Professional Services
- Chemicals & other industrials
- Clothing, Footwear & Textiles
- Computer Software & Internet Services
- Construction & Building materials
- Containers & Packaging
- Electricity, Oil and Gas
- Electronic & Electrical products
- Engineering & Machinery
- Food producers & Processors
- Food & Drug retailers
- Forestry & Paper
- Healthcare
- Household Products, Appliances & Furniture
- Industrial Conglomerates
- Insurance
- Luxury Goods
- Media, Publishing, & Entertainment
- Metals & Mining
- Multi-category fast moving consumer goods
- Personal Care & Cosmetics
- Pharmaceutical
- Public Services
- Publishing & Printing
- Real Estate
- Retailers
- Sports Equipment & Toys
- Telecommunications
- Tourism & Leisure
- Transport (land, air & sea)
- Waste & Water

Other, please specify

A.9 UNICEF works on a range of critical child-related issues, listed below. Please select up to 3 areas that are of particular interest to your company (or select the last option if all areas are of equal interest):

- Child Health and Nutrition
- Basic education
- Gender equality
- HIV AIDS and children
- Protecting children from violence, exploitation and abuse
- Children in emergencies
- Water & sanitation
- Capacity-building
- Ability to influence decision-makers
- No one area outweighs the other

B. IMPORTANCE of Partner Attributes

This section explores what matters to your company when selecting a non-profit partner. Please rate the IMPORTANCE of each of the following factors as you consider your relationships with your non-profit partners.

	Not at all important	Less important	Slightly less important	Slightly more important	More important	Very important
<i>B1. The partner’s mission and priorities align with our corporate social responsibility (CSR) goals</i>						
<i>B2. The partner’s mission inspires our employees.</i>						
<i>B3. The partner understands our approach to CSR.</i>						
<i>B4. The partner’s technical expertise is world class.</i>						
<i>B5. The partner’s brand reinforces our image.</i>						
<i>B6. The partner leverages their partnership with our company to attract further support.</i>						
<i>B7. The partner’s global network of offices and alliances helps to extend the reach and impact of their work.</i>						
<i>B8. The partner has a presence in the communities in which we work.</i>						
<i>B9. The partner provides us with access to government contacts</i>						
<i>B10. Supporting the partner delivers business results to our company.</i>						
<i>B11. The partner works effectively and gets things done.</i>						
<i>B12. We can easily get the information we need from the partner.</i>						
<i>B13. The partner’s administrative structure, rules, and systems allow for win-win results.</i>						
<i>B14. The partner is transparent in its operations and its reporting.</i>						

C. UNICEF's Performance

This section explores how UNICEF is performing in each of its areas of partnership. Please score UNICEF's PERFORMANCE in these same areas, indicating your level of agreement with each statement.

	Very poor	Poor	Below average	Above average	Good	Excellent
<i>C1. UNICEF's mission and priorities align with our corporate social responsibility (CSR) goals</i>						
<i>C2. UNICEF's mission inspires our employees.</i>						
<i>C3. UNICEF understands our approach to CSR.</i>						
<i>C4. UNICEF's technical expertise is world class.</i>						
<i>C5. UNICEF's brand reinforces our image.</i>						
<i>C6. UNICEF leverages their partnership with our company to attract further support.</i>						
<i>C7. UNICEF's global network of offices and alliances helps to extend the reach and impact of their work.</i>						
<i>C8. UNICEF has a presence in the communities in which we work.</i>						
<i>C9. UNICEF provides us with access to government contacts</i>						
<i>C10. Supporting UNICEF delivers business results to our company.</i>						
<i>C11. UNICEF works effectively and gets things done.</i>						
<i>C12. We can easily get the information we need from UNICEF.</i>						
<i>C13. UNICEF's administrative structure, rules, and systems allow for win-win results.</i>						
<i>C14. UNICEF is transparent in its operations and its reporting.</i>						
<i>C15. Overall, UNICEF performs very well in the areas that matter to my company.</i>						

D.

Compared to your company's experience working with other non-profit partners, please indicate UNICEF's performance against these partners.

D.1 The partner's mission and priorities align with our corporate social responsibility (CSR) goals.

<input type="checkbox"/>	UNICEF performs much worse
<input type="checkbox"/>	UNICEF performs worse
<input type="checkbox"/>	UNICEF performs the same as
<input type="checkbox"/>	UNICEF performs better
<input type="checkbox"/>	UNICEF performs much better
<input type="checkbox"/>	I don't know

D.2 The partner's mission inspires our employees.

<input type="checkbox"/>	UNICEF performs much worse
<input type="checkbox"/>	UNICEF performs worse
<input type="checkbox"/>	UNICEF performs the same as
<input type="checkbox"/>	UNICEF performs better
<input type="checkbox"/>	UNICEF performs much better
<input type="checkbox"/>	I don't know

D.3 The partner understands our approach to CSR.

<input type="checkbox"/>	UNICEF performs much worse
<input type="checkbox"/>	UNICEF performs worse
<input type="checkbox"/>	UNICEF performs the same as
<input type="checkbox"/>	UNICEF performs better
<input type="checkbox"/>	UNICEF performs much better
<input type="checkbox"/>	I don't know

D.4 The partner's technical expertise is world class

<input type="checkbox"/>	UNICEF performs much worse
<input type="checkbox"/>	UNICEF performs worse
<input type="checkbox"/>	UNICEF performs the same as
<input type="checkbox"/>	UNICEF performs better
<input type="checkbox"/>	UNICEF performs much better
<input type="checkbox"/>	I don't know

D.5 The partner's brand reinforces our image.

<input type="checkbox"/>	UNICEF performs much worse
<input type="checkbox"/>	UNICEF performs worse
<input type="checkbox"/>	UNICEF performs the same as
<input type="checkbox"/>	UNICEF performs better
<input type="checkbox"/>	UNICEF performs much better
<input type="checkbox"/>	I don't know

D.6 The partner leverages their partnership with our company to attract further support.

<input type="checkbox"/>	UNICEF performs much worse
<input type="checkbox"/>	UNICEF performs worse
<input type="checkbox"/>	UNICEF performs the same as
<input type="checkbox"/>	UNICEF performs better
<input type="checkbox"/>	UNICEF performs much better
<input type="checkbox"/>	I don't know

D.7 The partner's global network of offices and alliances helps to extend the reach and impact of their work.

<input type="checkbox"/>	UNICEF performs much worse
<input type="checkbox"/>	UNICEF performs worse
<input type="checkbox"/>	UNICEF performs the same as
<input type="checkbox"/>	UNICEF performs better
<input type="checkbox"/>	UNICEF performs much better
<input type="checkbox"/>	I don't know

D.8 The partner has a presence in the communities in which we work.

<input type="checkbox"/>	UNICEF performs much worse
<input type="checkbox"/>	UNICEF performs worse
<input type="checkbox"/>	UNICEF performs the same as
<input type="checkbox"/>	UNICEF performs better
<input type="checkbox"/>	UNICEF performs much better
<input type="checkbox"/>	I don't know

D.9 The partner provides us with access to government contacts.

<input type="checkbox"/>	UNICEF performs much worse
<input type="checkbox"/>	UNICEF performs worse
<input type="checkbox"/>	UNICEF performs the same as
<input type="checkbox"/>	UNICEF performs better
<input type="checkbox"/>	UNICEF performs much better
<input type="checkbox"/>	I don't know

D.10 Supporting the partner delivers business results to our company.

<input type="checkbox"/>	UNICEF performs much worse
<input type="checkbox"/>	UNICEF performs worse
<input type="checkbox"/>	UNICEF performs the same as
<input type="checkbox"/>	UNICEF performs better
<input type="checkbox"/>	UNICEF performs much better
<input type="checkbox"/>	I don't know

D.11 The partner works effectively and gets things done.

<input type="checkbox"/>	UNICEF performs much worse
<input type="checkbox"/>	UNICEF performs worse
<input type="checkbox"/>	UNICEF performs the same as
<input type="checkbox"/>	UNICEF performs better
<input type="checkbox"/>	UNICEF performs much better
<input type="checkbox"/>	I don't know

D.12 We can easily get the information we need from the partner.

<input type="checkbox"/>	UNICEF performs much worse
<input type="checkbox"/>	UNICEF performs worse
<input type="checkbox"/>	UNICEF performs the same as
<input type="checkbox"/>	UNICEF performs better
<input type="checkbox"/>	UNICEF performs much better
<input type="checkbox"/>	I don't know

D.13 The partner's administrative structure, rules, and systems allow for win-win results.

<input type="checkbox"/>	UNICEF performs much worse
<input type="checkbox"/>	UNICEF performs worse
<input type="checkbox"/>	UNICEF performs the same as
<input type="checkbox"/>	UNICEF performs better
<input type="checkbox"/>	UNICEF performs much better
<input type="checkbox"/>	I don't know

D.14 The partner is transparent in its operations and its reporting.

<input type="checkbox"/>	UNICEF performs much worse
<input type="checkbox"/>	UNICEF performs worse
<input type="checkbox"/>	UNICEF performs the same as
<input type="checkbox"/>	UNICEF performs better
<input type="checkbox"/>	UNICEF performs much better
<input type="checkbox"/>	I don't know

D.15 Overall performance as a partner.

<input type="checkbox"/>	UNICEF performs much worse
<input type="checkbox"/>	UNICEF performs worse
<input type="checkbox"/>	UNICEF performs the same as
<input type="checkbox"/>	UNICEF performs better
<input type="checkbox"/>	UNICEF performs much better
<input type="checkbox"/>	I don't know

E. UNICEF's Relationship Management

Thinking about UNICEF's MANAGEMENT of your company's relationship, please rate the PERFORMANCE of UNICEF on the following items:

E.1 UNICEF demonstrates a commitment to achieving the success factors identified by your company.

Very poor Poor Below average Above average Good Excellent

E.2 UNICEF demonstrates a commitment to problem-solving.

Very poor Poor Below average Above average Good Excellent

E.3 UNICEF has the necessary skill-set to successfully manage your relationship. E.4 UNICEF has a can-do attitude.

Very poor Poor Below average Above average Good Excellent

E.5 UNICEF is responsive to your inquiries.

Very poor Poor Below average Above average Good Excellent

E.6 UNICEF provides clear communication on issues relating to your partnership.

Very poor Poor Below average Above average Good Excellent

E.7 UNICEF demonstrates a commitment to its goals and mission.

Very poor Poor Below average Above average Good Excellent

E.8 UNICEF successfully manages your partnership overall.

Very poor Poor Below average Above average Good Excellent

F.

UNICEF would like to explore how you work with the organization now and how you might like to build the relationship in the future.

F.1 Which of the following statements describes the way you CURRENTLY collaborate with UNICEF? Please check all that apply.

My company:

<input type="checkbox"/> Gives unrestricted funds for UNICEF to use as needed.
<input type="checkbox"/> Gives targeted funds for specific UNICEF programs that meet my company's objectives
<input type="checkbox"/> Supports UNICEF's work in areas of humanitarian crisis.
<input type="checkbox"/> Partners with UNICEF to motivate company employees.
<input type="checkbox"/> Partners with UNICEF to motivate consumers and other stakeholders
<input type="checkbox"/> Supports UNICEF in building institutional capacity in the areas of research and knowledge management.
<input type="checkbox"/> Works with UNICEF to integrate our CSR strategies into our marketing and communications strategies.
<input type="checkbox"/> Includes UNICEF in our strategic planning as a long-term partner.
<input type="checkbox"/> Makes in-kind donations of goods and materials.
<input type="checkbox"/> Makes in-kind donations of expertise.
<input type="checkbox"/> Engages in advocacy and communications activities with UNICEF.
<input type="checkbox"/> Co-develops joint programs with third-party partners and UNICEF.
<input type="checkbox"/> Invests in innovation, research, and development around products and services that benefit children.
<input type="checkbox"/> Holds fundraising benefits, special events, and corporate sponsorship activities for UNICEF.
<input type="checkbox"/> Participates in UNICEF-brokered activities that include our company and other partners.
<input type="checkbox"/> Works with UNICEF to develop child-friendly workplace policies
<input type="checkbox"/> Works with UNICEF to integrate child health and protection strategies into supply chain management.
<input type="checkbox"/> Works with UNICEF to develop community outreach programs.
<input type="checkbox"/> Other, please specify

G.1 Looking FORWARD, in which areas would you like to develop a stronger partnership with UNICEF? Please check all that apply to your company:

<input type="checkbox"/> Give unrestricted funds for UNICEF to use as needed.
<input type="checkbox"/> Give targeted funds for specific UNICEF programs that meet my company's objectives.
<input type="checkbox"/> Support UNICEF's work in areas of humanitarian crisis.
<input type="checkbox"/> Partner with UNICEF to motivate company employees.
<input type="checkbox"/> Partner with UNICEF to motivate consumers and other stakeholders
<input type="checkbox"/> Support UNICEF in building institutional capacity in the areas of research and knowledge management.
<input type="checkbox"/> Work with UNICEF to integrate our CSR strategies into our marketing and communications strategies.
<input type="checkbox"/> Include UNICEF in our strategic planning as a long-term partner.
<input type="checkbox"/> Make in-kind donations of goods and materials.
<input type="checkbox"/> Make in-kind donations of expertise.
<input type="checkbox"/> Engage in advocacy and communications activities with UNICEF.
<input type="checkbox"/> Co-develop joint programs with third-party partners and UNICEF.
<input type="checkbox"/> Invest in innovation, research, and development around products and services that benefit children.
<input type="checkbox"/> Hold fundraising benefits, special events, and corporate sponsorship activities for UNICEF.
<input type="checkbox"/> Have UNICEF broker joint activities between our company and other partners.
<input type="checkbox"/> Work with UNICEF to develop child-friendly workplace policies.
<input type="checkbox"/> Work with UNICEF to integrate child health and protection strategies into supply chain management.
<input type="checkbox"/> Work with UNICEF to develop community outreach programs.
<input type="checkbox"/> Other, please specify <input type="text"/>

H. Note: For questions H.1, H.2 and H.3, please limit your answer to 255 characters.

H.1 The best thing for our company about working with UNICEF as a partner is:

H.2 The worst thing for our company about working with UNICEF as a partner is:

H.3 The one thing our company would like to see UNICEF start doing is:

H.4 Please select from the list below any particular Millennium Development Goal(s) that your company has made a commitment to supporting. (If your company has no particular commitment to the MDGs please skip to the next question.)

<input type="checkbox"/> MDG 1 Eradicate extreme hunger and poverty
<input type="checkbox"/> MDG 2 Achieve universal primary education
<input type="checkbox"/> MDG 3 Promote gender equality and empower women
<input type="checkbox"/> MDG 4 Reduce child mortality
<input type="checkbox"/> MDG 5 Improve maternal health
<input type="checkbox"/> MDG 6 Combat HIV/AIDS, malaria and other diseases
<input type="checkbox"/> MDG 7 Ensure environmental sustainability
<input type="checkbox"/> MDG 8 Develop a global partnership for development

H.5 Please indicate below any final comments you may have on your current or future partnership with UNICEF.

I.

I.1

If you would NOT like us to release your individual responses to UNICEF, please check the box. If we do not release your individual data, it will be aggregated with the other respondents before being delivered to UNICEF.

I.2 Your Title:

I.3 Your Department:

I.4 Are you the primary UNICEF contact in your company?

Yes No

If you checked the box above, in question I.1, the information below will not be shared with UNICEF.

I.5 Company Name:

I.6 Your Name:

I.7 Email address:

I.8 Phone number: