

© UNICEF/NYHQ2009-2170/PIETRASKI

# 2014 UNICEF Greeting Cards BUSINESS COLLECTION

Personalized and Customizable

EVERY PURCHASE HELPS THE WORLD'S CHILDREN.

Special offer  
just for you!

See details on  
back cover.

KIMMIS  
AND ASSOCIATES

Personalize the  
front of any of our  
stunning Custom  
Cover designs for  
FREE!

See page 22–23 for more  
Custom Cover designs.

Share the warmth of  
*the season*  
with cards that help  
the world's children.

unicef   
business.unicefusa.org





### Tell the Story

18,000 children die each day from preventable causes. UNICEF knows what to do to get to zero preventable child deaths. Simple solutions save lives—90 million since 1990. That's 90 million children who survived because they were immunized against common diseases, or because their mothers were encouraged to breastfeed, or because their homes have clean water and bed nets treated with insecticide. These are some of the simple solutions that UNICEF has delivered for decades, and we know that they work. These children need us—every one of us—to do whatever we can to make their lives better.

### Use Your Voice

By selecting UNICEF cards for your clients and colleagues, you are using your voice to tell our story and give children in some of the most remote and desperate places in the world a chance to grow up happy and healthy. 91 cents of every dollar the U.S. Fund for UNICEF receives goes directly to our programs preventing hunger, disease, lack of clean water, or lack of access to a proper education. Use the skills that you have, the voice that you have, the power that you have, on behalf of those who have less.

From the bottom of my heart, from all of us at U.S. Fund for UNICEF, and, most importantly, from the children for whom your generosity provides a renewed chance at life, thank you for all that you do.

*Caryl M. Stern*

Caryl M. Stern, President & CEO  
U.S. Fund for UNICEF



### The UNICEF Guarantee

Every item in our catalog is fully guaranteed. If for any reason you are not satisfied with your purchase, we will replace it, refund the purchase price, or provide a credit toward a future purchase.

© UNICEF/NYHQ/2007-2566/PIROZZI

**CONNECT ELEGANTLY** Impress clients and colleagues with cards that feature multiple paper-craft processes and foil insert pages bound with metallic cords, accompanied by matching foil-lined envelopes.

*Beautiful* foil-lined envelopes come with all cards on pages 3–6.

**A** **B**

*Coordinating* metallic cords add an elegant touch.

**A. Shiny Ornaments** **NEW**  
This wonderful and innovative design features a laser-cut ornament design in silver foil that reveals a shimmering gold foil insert page bound with a gold cord. Comes with silver foil-lined envelope. 5 1/2" x 8" **3URS5435 Price Tier: Three**

**B. Elegant Landscape** **NEW**  
The beauty of the season is tastefully captured in the intricate laser-cut paper, embossed design with blue foil and silver bronze embellishments. Includes a gold foil insert page bound by a gold cord and a gold foil-lined envelope. 5 1/2" x 8" **3URS5422 Price Tier: Three**

Foil inserts make a *dramatic* statement and shine through intricate laser-cut designs.

See more cards with these fine details on pages 4–6.

It's easy to *personalize* and customize your cards. See pages 13–15 for details.

See page 13 for pricing.

MasterCard VISA AMERICAN EXPRESS DISCOVER

To order, shop online at **business.unicefusa.org** or call **1-800-227-3738** weekdays 8 a.m.–7 p.m. (CST). Call Customer Service at **1-800-577-3738**. Fax your order to **1-888-223-0950**.

**e** Designs marked with this icon are also available as an animated UNICEF e-card. Add your company logo, Web links and more. See page 21 for details.



*Beautiful* foil-lined envelopes, foil inserts, and metallic cords come with all cards on these pages.

**A. Holiday Icons**

Intricate laser-cut design featuring red glitter foil with gold foil accents. Includes a silver foil insert page bound by a gold cord. Comes with coordinating gold-foil envelope. 5 1/2" x 8"  
**3URS8122 Price Tier: Three**



B

See page 13 for pricing.



C

**B. Crafted Snowflake**

An elegant laser-cut snowflake design rendered on a gold bronze background with raised gold foil greeting. "Season's Greetings" appears in the 6 official U.N. languages plus Greek, Japanese, and Norwegian. Includes gold foil insert page, gold cord, and gold foil-lined envelope. 5 1/2" x 8"  
**3URS8145 Price Tier: Three**

*The 6 official U.N. languages are English, French, Russian, Chinese, Spanish, and Arabic.*

**C. Sparkling Tree**

The season sparkles with this intricate tree design printed in pewter glitter over a teal foil background with blue foil accents. Includes a silver foil insert page, silver cord, and silver foil-lined envelope. 5 1/2" x 8"  
**3URS8112 Price Tier: Three**

**D. Shimmering Wreath**

Embossed wreath design overprinted on shiny foil with a bow of gold glitter. Includes a shiny gold foil insert page bound with a gold cord and gold foil-lined envelope. 8" x 5 1/2"  
**3URS8125 Price Tier: Three**

**OUR FINEST CARDS ADD A TOUCH OF FLAIR**

**E. Golden Greetings**

Graphic medallion designs shimmer in gold and red foil on a gold bronze background. Includes a gold foil insert page, gold cord, and gold foil-lined envelope. 8" x 5 1/2"  
**3URS8152 Price Tier: Three**

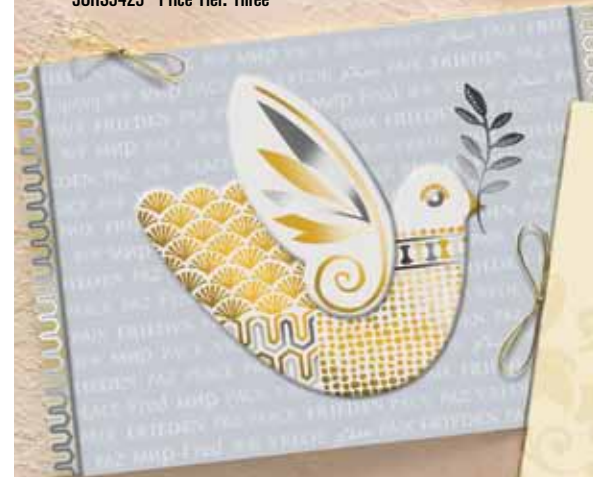


E

See page 13 for pricing.

**F. Symbol of Peace** **NEW**

The international symbol of peace in a striking, embossed design with gold and silver foils and shimmering silver bronze. The message of peace in the 6 official U.N. languages plus Dutch, Italian, German, Greek, Norwegian, Swedish, and Korean. Includes gold foil insert page bound by a gold cord and a gold foil-lined envelope. 8" x 5 1/2"  
**3URS5425 Price Tier: Three**



F

**G. Shimmering Evergreens** **NEW**

Bold and graphic, this embossed design glimmers with pewter and gold foils and tasteful touches of gold bronze. Includes gold foil insert page bound with a gold cord and gold foil-lined envelope. 5 1/2" x 8"  
**3URS5432 Price Tier: Three**



G

It's easy to personalize *and* preview your cards online at [business.unicefusa.org](http://business.unicefusa.org)



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**So many ways to make a difference**

**Shop:** Visit [business.unicefusa.org](http://business.unicefusa.org) or call 1-800-227-3738 to order cards from our Business Collection.

**Donate:** Make a tax-deductible contribution in any amount. Add a donation to your order, or call 1-800-FOR-KIDS (1-800-367-5437) to donate by phone.

**Give:** Honor your clients and colleagues with a UNICEF Tribute Card. Simply choose any card design in this catalog and make a donation of \$25 or more per card (10-card minimum). For more details, see page 21.



*Elegant details*  
your customers will remember.



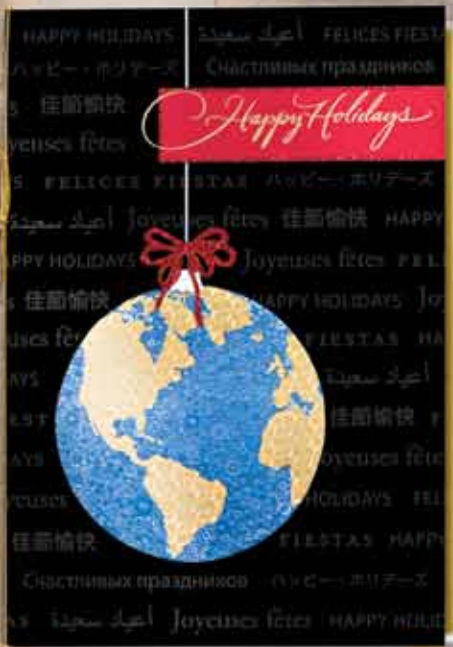
**A. Peace, Joy, Hope**

The message of the season has been beautifully lettered and laser-cut with blue foil accents. Includes a silver foil insert page, silver cord, and silver foil-lined envelope. 5 1/2" x 8"  
3URS8105 Price Tier: Three



**B. Stars & Swirls**

Laser-cut stars on a background of gold bronze swirls are accented with gold and iridescent foils. Includes a silver foil insert page, gold cord, and gold foil-lined envelope. 5 1/2" x 8"  
3URS8135 Price Tier: Three



**C. Global Holiday Greetings**

Blue and gold foil globe with red glitter accent. "Happy Holidays" in gold foil with the message repeated in a varnished background in the 6 official U.N. languages plus Japanese. Includes gold foil insert page, gold cord, and gold foil-lined envelope. 5 1/2" x 8"  
3URS8132 Price Tier: Three

*Beautiful* foil-lined envelopes, foil inserts, and metallic cords come with all cards on this page.

See page 13 for pricing.

*New* YORK CITYSCAPES



**A. New York Snow Day**

An artist's watercolor interpretation of New York City with snowflakes in raised pearl hot foil. 8" x 5 1/2"  
URS2279 Price Tier: Two



**B. New York City Skyline**

The New York City skyline shines in this beautiful photo card with gold foil borders. 8" x 5 1/2"  
URS8005 Price Tier: Two



Shop our entire selection of cards, including birthday, congratulations, thank-you, and more at [business.unicefusa.org](http://business.unicefusa.org)

**C. New York Taxi** NEW

This whimsical embossed design features a silver foil skyline, capturing the mood of the happiest time of the year in the Big Apple. 8" x 5 1/2"  
URS5402 Price Tier: Two

It's easy to order online at [business.unicefusa.org](http://business.unicefusa.org)

For a *touch of elegance*, upgrade to foil-lined envelopes and seals.



Foil-lined envelopes come standard with all Holiday Elegance and Custom Cover card designs.

EPU5106 Silver Envelope, each set of 25 \$4.00  
EPU5206 Gold Envelope, each set of 25 \$4.00

UBF1004 Silver Seals, each sheet of 25 \$2.00  
UBF1005 Gold Seals, each sheet of 25 \$2.00



**It's a Story of Health**

With a purchase of \$200, you can provide **56 Doses of Polio Vaccine** to children across the world, advancing the global effort to eradicate this devastating disease, forever.

© U.S. FUND FOR UNICEF/GIACOMO PIROZZI



## CONNECT GLOBALLY

Share your message across every time zone with these designs that reflect the beauty and awareness of the world around us.



A



B



C

### A. Global Wreath

Globes of blue and green foil accent a wreath of silver bronze. 5 1/2" x 8"

URS1204 Price Tier: Two

### B. Global Snowflake

Beautiful snowflake design featuring a globe on a shimmering gold bronze background with gold foil accents. 5 1/2" x 8"

URS7892 Price Tier: Two

### C. Multi-Language Peace

Touches of gold foil and bronze add elegance to the message of peace in the 6 official U.N. languages plus Dutch, German, and Finnish. 5 1/2" x 8"

URS2106 Price Tier: Two

The 6 official U.N. languages are English, French, Russian, Chinese, Spanish, and Arabic.



D

### D. Platinum Greetings

Silver foil globe on silver bronze background with silver foil "Season's Greetings" in the 6 U.N. languages plus Portuguese, German, Italian, Dutch, Japanese, Korean, and Swedish. 8" x 5 1/2"

URS1223 Price Tier: Two

See page 13 for pricing.

Add elegance. Upgrade to foil-lined envelopes. See page 7.



E

### E. International Season's Greetings

Gold foil and gold bronze snowflake highlight "Season's Greetings" in Korean, Portuguese, German Italian, Japanese, Dutch, Swedish, Greek, Norwegian, and the 6 official U.N. languages. 5 1/2" x 8"

URS7885 Price Tier: Two



G

### F. Children Around the Globe

Smiling children circle the globe with accents of red and gold foil. 5 1/2" x 8"

URS1211 Price Tier: Two

### G. Branch of Peace

Gold foil and bronze complement the message of peace in the 6 official U.N. languages plus Dutch, German, Korean, and Italian. 5 1/2" x 8"

URS7925 Price Tier: Two

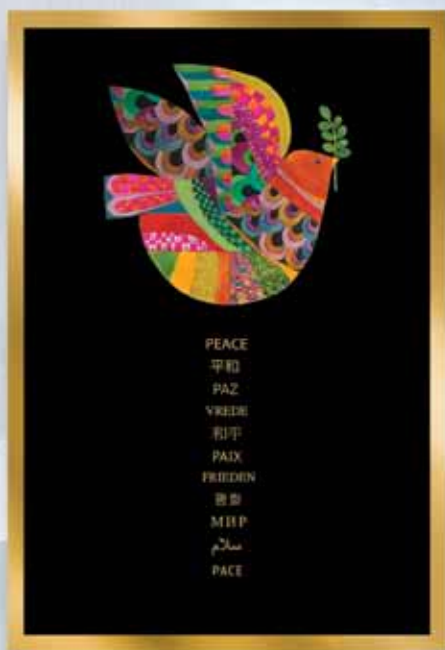
## It's a Story of Education

With a purchase of \$500, you can provide **300 Boxes of Crayons** to the many young students who strive for a better future through education.



© UNICEF/HQ03-0098/SHEHZAD NOORANI





**A. Messenger of Peace** **NEW**  
This vibrant and symbolic design shimmers with delicate foil, featuring the message of peace in the 6 official U.N. languages plus Japanese, Dutch, German, Korean, and Italian. 5 1/2" x 8"  
URS5415 Price Tier: Two



**B. Dove of Peace**  
Message of peace featuring symbolic dove accented with gold foil and bronze touches. 5 1/2" x 8"  
URS7895 Price Tier: Two



**C. Golden Dove** **NEW**  
Share the international symbol of peace with this expertly crafted embossed dove design in gold foil with touches of silver bronze offering a message of peace in the 6 official U.N. languages plus Greek, Italian, German, Norwegian, Korean, and Swedish. 8" x 5 1/2"  
URS5372 Price Tier: Two

It's easy to order online at [business.unicefusa.org](http://business.unicefusa.org)

See page 13 for pricing.

**D. Message of Peace** **NEW**  
Beautifully lettered and expertly designed, this card features a simple yet powerful wish with embossed details embellished with gold foil. 8" x 5 1/2"  
URS5382 Price Tier: Two

See page 13 for pricing.

The 6 official U.N. languages are English, French, Russian, Chinese, Spanish, and Arabic.



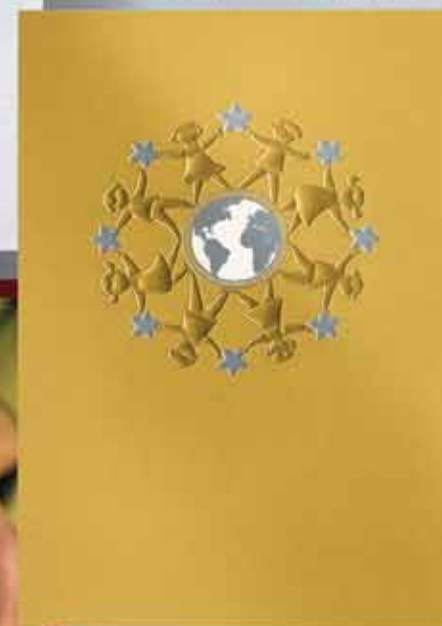
## SHARE A MESSAGE OF HOPE AND PEACE



**E. Children of the World**  
Embossed snowflake design surrounds smiling children on premium paper stock. 5 1/2" x 8"  
URS1525 Price Tier: Two



**G. The World in Our Hands**  
Wonderful photograph of hands gently holding the globe embellished with silver bronze and red foil. 5 1/2" x 8"  
URS7912 Price Tier: Two




**F Global Kids**  
Raised gold foil children circle the globe on a background of shimmering gold bronze. 5 1/2" x 8"  
URS7922 Price Tier: Two



**H. The World Celebrates** **NEW**  
Send a message of joy and unity with this amazing embossed design featuring gold foil details. 5 1/2" x 8"  
URS5365 Price Tier: Two



**A. Snowflakes and Globe**   
Silver and gold foil add dazzle to this graphic and fresh design. 5 1/2" x 8"  
URS2259 Price Tier: Two



A

B

**B. Elegant Snowfall**   
Delicate accents of silver bronze and silver foil capture winter's wonder. "Season's Greetings" in the 6 official U.N. languages plus German, Italian, Japanese, Dutch, Swedish, Greek, Portuguese, Korean, and Norwegian. 5 1/2" x 8"  
URS5392 Price Tier: Two

**C. Season's Greetings**   
Connect with clients and colleagues with this beautifully lettered design accented with gold bronze and gold foil details. 8" x 5 1/2"  
URS5375 Price Tier: Two

C



Add foil seals for a coordinated look. See page 7 for details.

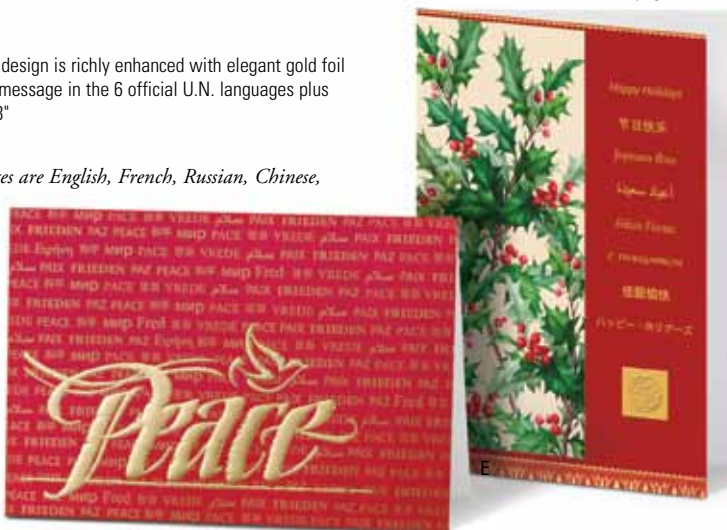
Make an elegant statement. Upgrade to foil-lined envelopes. See page 7.

See page 13 for pricing.

**D. Traditional Holly**   
This traditional and embossed design is richly enhanced with elegant gold foil details and features a holiday message in the 6 official U.N. languages plus Korean and Japanese. 5 1/2" x 8"  
URS5385 Price Tier: Two  
*The 6 official U.N. languages are English, French, Russian, Chinese, Spanish, and Arabic.*

**E. Languages of Peace**  
Gold foil and bronze accent the message of Peace in Dutch, German, Norwegian, Korean, Italian, Greek, Swedish, and the 6 official U.N. languages. 8" x 5 1/2"  
URS7905 Price Tier: Two

E



D

## 2014 UNICEF Greeting Cards Business Collection Order Information

Thank you for choosing UNICEF Greeting Cards from the 2014 Business Collection. Your purchase helps UNICEF save lives and give children their chance at a brighter future.

- Four easy ways to order.
- 1. ONLINE:** [business.unicefusa.org](http://business.unicefusa.org). Online ordering is fast and easy, and you can preview how your personalized card will appear.
  - 2. PHONE:** Call 1-800-227-3738 weekdays 8 a.m. – 7 p.m. (CST).
  - 3. FAX:** Download the printable order form from [business.unicefusa.org](http://business.unicefusa.org) and fax it to 1-888-223-0950.
  - 4. MAIL:** Mail the completed order form to:  
UNICEF  
P.O. Box 2660  
Waco, TX 76702-2660

It's fast and easy to order online. Customize and preview your order at [business.unicefusa.org](http://business.unicefusa.org)

### Three tiers of UNICEF Business Greetings made easy.

#### Standard Card Features and Pricing

PRICE TIER	GREETING/SENTIMENT	PERSONALIZATION	INK COLOR	ENVELOPES
Price Tier: One (Online only)	Choose from our selection (Free) or create your own – \$25.00 set-up fee.	3 Lines. Logo and/or signature available. \$25.00 set-up fee for each*	1 Color (red, green, blue, or black)	Standard White unless stated in catalog.
Price Tier: Two	Choose from our selection (Free) or create your own – \$25.00 set-up fee.	3 Lines. Logo and/or signature if desired. \$25.00 set-up fee for each*	1 Color (red, green, blue, or black)	Standard White unless stated in catalog.
Price Tier: Three	Choose from our selection (Free) or create your own – \$25.00 set-up fee.	3 Lines. Logo and/or signature if desired. \$25.00 set-up fee for each*	Gold or silver foil.** (Foil logos only on Custom Cover designs)	Coordinating Gold- or Silver-lined envelope

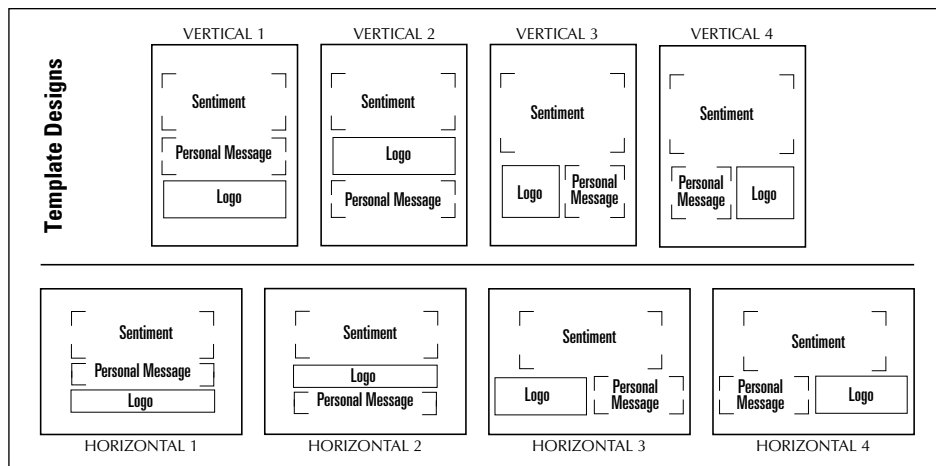
\* No set-up fee if logo is on file. Custom Covers do not incur a logo set-up fee.  
\*\* Red foil available on Custom Cover designs: Season Snowflakes (3URS5355) and Winter Berries (3URS7982).

PRICE TIERS	50-99 CARDS	100-249 CARDS	250-499 CARDS	500-999 CARDS	1,000-2,499 CARDS	2,500-4,999 CARDS	5,000+ CARDS
Tier One (Shown online)	\$1.75	\$1.55	\$1.55	\$1.35	\$1.35	\$1.15	\$1.05
Tier Two	\$2.30	\$1.84	\$1.84	\$1.60	\$1.60	\$1.45	\$1.35
Tier Three	\$3.50	\$3.22	\$2.96	\$2.73	\$2.51	\$2.31	\$2.12

### Customize your cards in minutes.

- 1. Choose your design.** Minimum order of 50 cards per design. Additional cards can be ordered in increments of 25 cards per design.
- 2. Choose a design template** for your inside layout. (See template designs on the top of page 14.)
- 3. Choose your inside sentiment.** Pick one of our suggested sentiments on page 15, create your own, or find more online at [business.unicefusa.org](http://business.unicefusa.org).  
If creating your own, please type the greeting exactly as it should be printed (Maximum of 8 lines of 40 characters per line, includes spacing and punctuation.) \$25.00 set-up fee. Order online and you'll be able to choose and view fonts, styles, text alignment, and colors.
- 4. Include a personalized message; add a company logo and your signature.** Upload your logo via [business.unicefusa.org](http://business.unicefusa.org), or call Customer Service @ 1-800-577-3738 for additional information.

**Personalized message:** Cards can be personalized with 3 lines at no charge (Maximum of 3 lines of 40 characters per line, includes spacing and punctuation.) See font styles at [business.unicefusa.org](http://business.unicefusa.org)  
**Logos:** All logos require a \$25.00 set-up fee if logo is not on file. Custom Cover Designs do not incur a logo set-up fee.  
**Signature.** You can add your signature to your card for a \$25.00 set-up fee. Upload your signature via [business.unicefusa.org](http://business.unicefusa.org), or call Customer Service @ 1-800-577-3738 for additional information.  
**Faxed orders:** A representative will contact you with logo and/or signature upload information.  
**Return address:** Add your return address to the envelope flap. Print with a standard ink color (red, green, blue, or black) @ \$0.10 per card or with gold or silver foil for \$0.20 per card. Includes 4 address lines.



**5. Choose your ink.** Choose a free standard ink color for Tier 1 and Tier 2 cards (Red, green, black, or blue) or upgrade to a custom color or foil for \$0.20 per card. One ink color applies to sentiment, personalization and logo. Gold foil or silver foil is included with Tier 3 cards. Red foil is available on Custom Card designs: Season Snowflakes (3URS5355) and Winter Berries (3URS7982) on page 23. *For pricing on 2 or more colors, please call Customer Service @ 1-800-577-3738.*

**6. Select additional upgrades.**

- Additional white envelopes sold in sets of 25 @ \$1.25 per set.
- Gold or silver foil-lined envelopes sold in sets of 25 for \$4.00.
- Custom Pantone® color ink at \$0.20 per card.
- Personalization with foil ink at \$0.20 per card (included with Tier 3 cards).

- Foil Seals for \$2.00 per sheet of 25 seals.
- Assembly on Tier 3 cards for the designs shown on pages 2–6 includes folding, inserting foil insert sheets, and tying the cords at \$0.50 per card.
- Specialty mailing services and custom bundling (available for 1,000 + addresses). *Call 1-800-577-3738 for more information.*

**7. Optional. Order an electronic or printed proof of your design.** Card and envelope included.

- E-mail or faxed proof for \$20.00
- 1-color press sample for \$75.00
- 2-color press sample for \$125.00

Orders of 2,500 or more cards include a free electronic proof. *For pricing on proofing three or more colors, call Customer Service at 1-800-577-3738. Proofs must be approved within three days of receipt.*

### Custom card designs are available!

Custom Card Designs created just for your business are available for orders of 25,000 or more cards (\$250.00 design fee.) **For more information about Custom Card Designs or assistance with ordering 5,000 cards or more, please contact:**

Laurie Smith, UNICEF National Account Manager  
(816) 588-8443  
P.O. Box 419580, MD 489  
Kansas City, MO 64141

### Shipping, Handling & Tax

The Shipping & Handling chart on page 16 provides the appropriate charges for Shipping and Handling based on the total quantity (shipping rates for continental U.S. states only). Sales tax is applied to the total amount of the order and is based on state and local tax rates where the order is being shipped. In some states, delivery charges are also subject to tax. The amount appearing on your order as “Estimated Tax” may differ from the sales tax ultimately charged.

**Billing Information:** Personal orders are payable by check or credit card. Company orders are

payable by check, credit card, or may be billed. Billing terms are Net 30 days; 1 ½ % interest will be charged to accounts more than 30 days old.

**Checks may be made payable to:  
HCM-UNICEF Cards and Gifts**

**Shipping and Delivery:** Our standard shipper is FedEx. Order-delivery confirmation is provided for FedEx orders. We must have a street address, phone number, and e-mail address. FedEx cannot deliver to a P.O. Box. Items ordered together are not always shipped together. Prices are not based on total quantity ordered. Each different design, greeting, or imprint is priced and shipped as a separate order.

## What do you want your card to say?

What your card says inside is up to you. Choose from these options, or personalize it with your own message. You can make your greeting even more special by selecting a standard or custom ink color, logo and/or adding your signature.

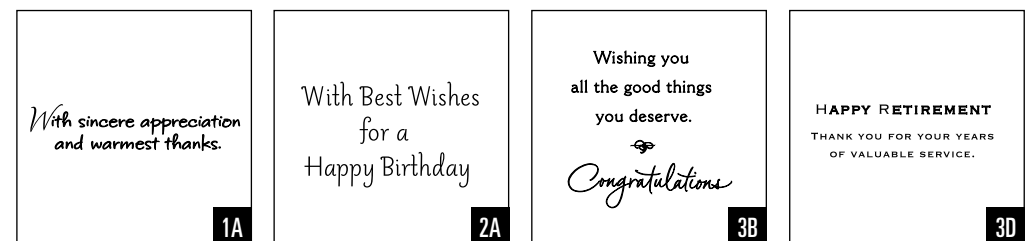
### SAMPLE SENTIMENTS – HOLIDAY GREETINGS

Find more holiday options at [business.unicefusa.org](http://business.unicefusa.org).



### SAMPLE SENTIMENTS – SPECIAL OCCASION GREETINGS

Find more options at [business.unicefusa.org](http://business.unicefusa.org).



More special occasion sentiments available online at [business.unicefusa.org](http://business.unicefusa.org).

Recognize birthdays, anniversaries, retirements, and births. Share your best wishes, sympathy, or create your own special message.

## Help make ZERO a reality.

Each day, 18,000 children under age five die of conditions we can prevent, treat or cure. It doesn't have to be that way. The solutions exist right now to save lives and ensure ZERO children die of preventable causes. We need your help to make ZERO a reality. Please stand with UNICEF and the world's children.

Visit [www.unicefusa.org](http://www.unicefusa.org) to learn what you can do.

**BELIEVE IN ZERO**



Delivery Schedule	Shipping & Handling
<b>Standard Order</b> <i>(Ships within 4 business days)</i> Standard color ink (red, green, black, blue), no logo, standard greeting. White envelopes (unless otherwise noted), no proof required.	<b>ORDER TOTAL/ SHIPPING COST</b>  \$0.00–\$500.99 = <b>\$12.75</b> \$501–\$800.99 = <b>\$21.25</b> \$801–\$1,150.99 = <b>\$27.75</b> \$1,151–\$1,550.99 = <b>\$39.75</b> \$1,551–\$2,650.99 = <b>\$66.25</b> \$2,651–\$6,400.99 = <b>\$100.00</b> \$6,401–\$12,000.99 = <b>\$150.00</b>  <b>\$12,001 and above, or for express shipping, call for a quote 1-800-577-3738.</b>
<b>Custom Greeting Orders</b> <i>(Ships within 10 business days)</i>	
<b>Logo Order/Custom Cover</b> <i>(Ships within 12 business days)</i> Standard color ink (red, green, black, blue), standard greeting.	
<b>Foil Order</b> <i>(Ships within 15 business days)</i> Gold or silver imprint.	
<b>2-Color Logo or Custom Color</b> <i>(Ships within 15 business days)</i> Logo order with two or more colors.	
<b>Order with Proofs</b> <i>(Ships within 14–17 business days of final approval)</i> Orders requiring proofs need additional time to process, set up and print.	

UNICEF cards and envelopes are made with a commitment to sustainable forest management. This catalog is printed with 10% Post-Consumer Waste content and fiber from well-managed forests.



**Make a Tax-Deductible Contribution from You or Your Business to U.S. Fund for UNICEF**

- \$25 can provide 25 children with safe drinking water for 40 days.
- \$50 can provide 12 insecticidal mosquito nets to protect kids from malaria.
- \$75 can provide 12 large fleece blankets.
- \$100 can provide 363 doses of measles vaccination.

**To donate, add the amount to your order at checkout, or go to [unicefusa.org/donate/](http://unicefusa.org/donate/)**

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**THE U. S. FUND FOR UNICEF IS PROUD TO ENSURE THAT EVERY DONATION IS USED TO THE MAXIMUM BENEFIT OF THE CHILDREN WHO NEED HELP MOST.**

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Would you like to request UNICEF card and gift catalogs, receive periodic e-mail updates, or make an address correction?

**Call us:** 1-800-227-3738  
**Go online:** [business.unicefusa.org](http://business.unicefusa.org)  
**E-mail us:** [cards@unicefusa.org](mailto:cards@unicefusa.org)  
**Write us:** U.S. Fund for UNICEF  
 Greeting Cards List Maintenance  
 125 Maiden Lane  
 New York, NY 10038  
 Please include mailing label.



**CONNECT JOYFULLY**

Choose from warm and wonderful designs to send a message of joy and gratitude to clients and colleagues.

**A. Cardinal Tree**  
 Lovely design with touches of green foil and gold bronze on fine paper stock with scalloped edge. 5 1/2" x 8"  
 URS7945 Price Tier: Two

**B. Elegant Dove**  
 Sophisticated raised gold foil design on fine paper stock. 5 1/2" x 8"  
 URS7935 Price Tier: Two

**C. Asian Cranes**  
 Embossed Asian design with gold bronze and red foil accents. 5 1/2" x 8"  
 URS1354 Price Tier: Two

**D. Joy of the Season**  
 Raised gold foil adds a bold touch to this message of joy. 5 1/2" x 8"  
 URS7932 Price Tier: Two

See page 13 for pricing.





## It's a Story of Nutrition

With a **purchase of \$1,000**, you can provide **2,700 Doses of Vitamin A** to children in villages and refugee camps who are lacking this important daily nutrient.

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**A. Asian Landscape**  
Serene design with red foil touches on fine paper stock. 5 1/2" x 8"  
URS7942 Price Tier: Two



**B. Nature's Wreath**  
Beautiful embossed design by master artist Marjolein Bastin with gold bronze accents. 5 1/2" x 8"  
URS9952 Price Tier: Two



**C. Elegant Tree**   
Classic holiday design accented with gold bronze and foil. 5 1/2" x 8"  
URS2006 Price Tier: Two

## SEND THE WARMEST OF WISHES

**D. Happy Holidays** 

A simple, yet warm greeting is beautifully lettered in silver foil with gold bronze accents. 8" x 5 1/2"  
URS5405 Price Tier: Two

**E. Silver Trees**

Silver bronze and foil add shimmer to this beautifully simple design. 5 1/2" x 8"  
URS9962 Price Tier: Two



D

E

See page 13 for pricing.


Include up to 3 lines of a *personal message* on any card at no additional cost!



**F. Holiday Snowflakes**

Contemporary graphic snowflakes on a brilliant blue background with silver bronze and foil accents. 5 1/2" x 8"  
URS3955 Price Tier: Two

F

**G. Joy, Hope, Peace** 

Beautifully lettered message in the 6 official U.N. languages embellished with gold foil and gold bronze on a textured background. 5 1/2" x 8"  
URS1284 Price Tier: Two

G

The 6 official U.N. languages are English, French, Russian, Chinese, Spanish, and Arabic.





A

**A. Snow What Fun!**

Whimsical embossed design that is sure to make them smile with touches of red foil and gold bronze. 5 1/2" x 8"

URS9955 Price Tier: Two



B

**B. City Tree**

This contemporary illustration is elevated with red foil accents and a light dusting of silver bronze. 5 1/2" x 8"

URS5412 Price Tier: Two

See page 13 for pricing.



C

**C. 2015 Calendar Card**

Vibrant embossed design featuring the four seasons with touches of silver foil, gold bronze and spot varnish to add luster. Silver foil-lined envelope. 8" x 5 1/2" when folded.

JURS5395 Price Tier: Three

Opens to a *calendar* they'll keep year round.



*Calendar* card comes with a silver foil-lined envelope.

*Your logo here.*

# THREE WAYS TO SHOW YOU CARE

## 1. Honor Your Clients and Colleagues with a UNICEF Tribute Card.

Visit [unicefusa.org/help/shop](http://unicefusa.org/help/shop) or call 1-800-227-3738 to participate in the UNICEF Tribute Card program.

1. Choose any card design in the 2014 Business Collection.
2. Make a minimum donation of \$25 per card (minimum order 10 cards).
3. Customize your card with your choice of greeting, ink color, logo, and more.
4. Each card will be specially printed, announcing your donation in their honor to the U.S. Fund for UNICEF.



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## 2. Send All Occasion Cards

Choose from warm designs to send a message of joy and gratitude to clients and colleagues. There are cards to recognize birthdays, anniversaries, retirements, thank you's, births as well as Thanksgiving and New Year's holidays. See the entire collection online. See page 15 for sample sentiments.



Words of Comfort

Thanksgiving Turkey

Bold Thank You

Bold Birthday Lettering

## 3. Connect Digitally with UNICEF E-Cards!



UNICEF Business e-cards are uniquely designed and easy-to-send, featuring music and animation, combined with your personal message to add a touch of warmth and whimsy to the holiday season.



Check out the e-card designs in this catalog by visiting [unicefusaecards.org](http://unicefusaecards.org) for a closer look at all 20 designs.



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## It's a Story of Clean Water

With a purchase of \$1,500, you can provide enough Oral Rehydration Salts to safeguard 1,157 children from dehydration.



# CUSTOM MADE CONNECTIONS

Feature your company's logo or personal message on the cover of these expertly crafted custom-made cards.

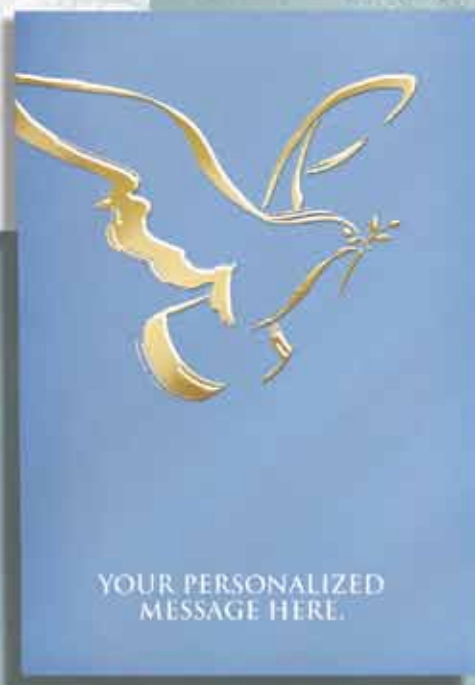
Personalize the front of any of these cards for FREE!



**A. A World of Peace**  Add your personal message to this embossed design featuring raised silver foil and bronze details. The message of Peace shimmers in the 6 official U.N. languages plus Dutch, German, Korean, Italian, Greek, Swedish, and Norwegian. Silver foil-lined envelope. 5 1/2" x 8"  
3URS7975 Price Tier: Three



**B. A Flurry of Snowflakes** Surround your personal message/logo with a flurry of official UNICEF snowflakes in silver bronze and raised pearl foil. Silver foil-line envelope. 8" x 5 1/2"  
3URS7985 Price Tier: Three



**C. Soaring Dove** Raised gold foil dove adds a touch of elegance to your logo/message. Gold foil-lined envelope. 5 1/2" x 8"  
3URS7972 Price Tier: Three

**There's more online.**

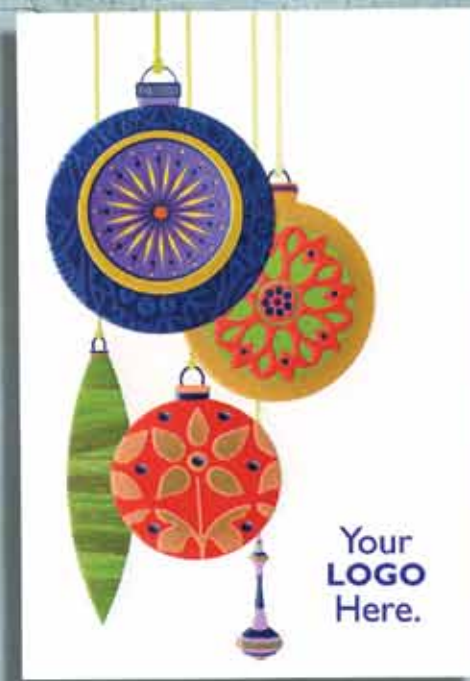
Turn a special photo into a **one-of-a-kind** holiday card! 3URS7995

Upload your photo at [business.unicefusa.org](http://business.unicefusa.org)

**D. Season Snowflakes**  Share the joy and wonder of this wintery season with your message embellished with embossed silver foil snowflakes. Silver foil-lined envelope. 5 1/2" x 8"  
3URS5355 Price Tier: Three



**E. Bright Ornaments** Share your personal message or logo with this modern embossed design featuring touches of blue foil and gold bronze. Gold foil-lined envelope. 5 1/2" x 8"  
3URS7965 Price Tier: Three



*Beautiful* foil-lined envelopes come with all custom cover cards.

**F. Silver & Gold Elegance**  Your message/logo is elegantly presented with a beautiful, embossed band of gold foil and silver bronze. Gold foil-lined envelope. 5 1/2" x 8"  
3URS5362 Price Tier: Three



**G. Winter Berries** Your personal message or logo will shimmer with this lovely graphic design featuring red foil and gold bronze accents. Gold foil-lined envelope. 5 1/2" x 8"  
3URS7982 Price Tier: Three



The 6 official U.N. languages are English, French, Russian, Chinese, Spanish, and Arabic.

See page 13 for pricing.





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PURCHASE  
HELPS  
THE  
WORLD'S  
CHILDREN. —



## CARDS WITH A TOUCH OF ELEGANCE

Multiple fine paper-craft processes and foil insert pages bound with metallic cords accompanied by matching foil-lined envelopes are sure to impress colleagues and clients. See pages 3–6 for our entire selection of *Holiday Elegance* designs.



Comes with an *elegant* foil-lined envelope.



**NEW**

### Symbol of Peace

Striking embossed design with gold foil insert, bound by a cold cord.

See page 5 for details on this design.

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