FORM OBD - 67
JAN 1977

UNITED STATES DEPARTMENT OF JUSTICE
WASHINGTON, D.C. 20530

OMB No. 43-R0216
Approval expires Oct. 31, 1981

EXHIBIT A

TO REGISTRATION STATEMENT

Under the Foreign Agents Registration Act of 1938, as amended

Furnish this exhibit for EACH foreign principal listed in an initial statement and for EACH additional foreign principal acquired subsequently.

1. Name and address of registrant: Gray and Company, The Power House, 3255 Grace Street, N.W., Washington, D.C. 20007

2. Registration No.: 3301

3. Name of foreign principal: United Nations Children's Fund (UNICEF)

4. Principal address of foreign principal: United Nations, 866 U.N. Plaza, New York, NY 10017

5. Indicate whether your foreign principal is one of the following type:

- ☐ Foreign government
- ☐ Foreign political party
- ☐ Foreign or ☐ domestic organization: If either, check one of the following:
  - ☐ Partnership
  - ☐ Committee
  - ☐ Corporation
  - ☐ Voluntary group
  - ☐ Association
  - ☒ Other (specify) Official U.N. organization
- ☐ Individual - State his nationality _____

6. If the foreign principal is a foreign government, state:

a) Branch or agency represented by the registrant.

Not Applicable

b) Name and title of official with whom registrant deals.

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7. If the foreign principal is a foreign political party, state:

a) Principal address

b) Name and title of official with whom the registrant deals.

Not Applicable

c) Principal aim

8. If the foreign principal is not a foreign government or a foreign political party,

a) State the nature of the business or activity of this foreign principal

To provide humanitarian aid to disadvantaged and diseased children throughout the world through its fundraising efforts.

TERMINATED
DATE 1-31-83

b) Is this foreign principal

Owned by a foreign government, foreign political party, or other foreign principal ..... Yes ☐ No ☒

Directed by a foreign government, foreign political party, or other foreign principal.... Yes ☐ No ☒

Controlled by a foreign government, foreign political party, or other foreign principal.. Yes ☐ No ☒

Financed by a foreign government, foreign political party, or other foreign principal... Yes ☐ No ☒

Subsidized in whole by a foreign government, foreign political party, or other foreign principal ..... Yes ☐ No ☒

Subsidized in part by a foreign government, foreign political party, or other foreign principal ..... Yes ☒ No ☐

9. Explain fully all items answered "Yes" in Item 8(b). (If additional space is needed, a full insert page may be used.)

Official United Nations organization subsidized by the nations of the world

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

Official United Nations organization.

Date of Exhibit A	Name and Title	Signature
December 22, 1982	Exec. V.P. John Cevette	John Cevette

DOJ

Form OBD-65
Rev. 4-27-77
(Formerly DJ-304)

No. 43-R435
Approval Expires Oct. 31, 1981

UNITED STATES DEPARTMENT OF JUSTICE
Washington, D.C. 20530

EXHIBIT B

TO REGISTRATION STATEMENT
Under the Foreign Agents Registration Act
of 1938, as amended

INSTRUCTIONS: A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements; or, where no contract exists, a full statement of all the circumstances, by reason of which the registrant is acting as an agent of a foreign principal. This form shall be filed in duplicate for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

Name of Registrant	Name of Foreign Principal
Gray and Company	United Nations Children's Fund (UNICEF)

Check Appropriate Boxes:

1. [X] The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach two copies of the contract to this exhibit.

2. [ ] There is no formal written contract between the registrant and foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach two copies of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.

3. [ ] The agreement or understanding between the registrant and foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and the expenses, if any, to be received.

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4. Describe fully the nature and method of performance of the above indicated agreement or understanding.

Gray and Company will serve UNICEF on a consultancy basis to assist the U.S. Committee in their fundraising efforts via HRH Prince Talal's approaches to key U.S. corporations. (HRH Prince Talal is a Special Envoy for UNICEF.) Gray and Company's activities will involve the promotion of HRH Prince Talal's involvement in UNICEF fundraising through both the broadcast and print media, placement of articles in leading journals, TV appearances, fundraising luncheons and dinners, preparation of briefs for HRH Prince Talal's use concerning the corporations with whom meetings have been arranged, schedule appointments and activities for Prince Talal during his U.S. visit in December 1982, arrange meetings with U.S. Government officials and Members of Congress to ensure continued UNICEF funding by the U.S., and issue a final report with recommendations for continued activity at expiration of contract in Jan. 1983.

TERMINATED
DATE 1-31-83

5. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

Please see Question #4.

6. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act?[1/] Yes [X] No [ ]

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

Gray and Company will attempt to set up meetings with U.S. Government officials to encourage continued U.S. funding of United Nations Children's Fund (UNICEF).

Date of Exhibit B	Name and Title	Signature
December 22, 1982	John Cevette Exex. Vice Pres.	John A Cevette

1/ Political activity as defined in Section 1(o) of the Act means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

TELEPHONE PLAZA 4-1234

CABLE ADDRESS UNICEF

UNICEF

UNITED NATIONS CHILDREN'S FUND · FONDS DES NATIONS UNIES POUR L'ENFANCE

UNITED NATIONS, NEW YORK

26 November 1982

Dear Mr. Cevette,

I take pleasure in forwarding a copy of the contract covering your consultancy services with regard to Prince Talal's fundraising activities with major US corporations together with our cheque no. 07635 in the amount of $5,000 as first payment.

I would like to take this opportunity to express our deep appreciation for the quick and efficient manner in which you have undertaken this assignment.

I look forward to working closely with you.

Yours sincerely,

Paul Ignatieff
Senior Contributions Officer
Programme Funding Office

Mr. John N. Cevette
Executive Vice-President
Gray and Company
The Power House
Washington DC 20007

TERMINATED
DATE 1-31-83

Encl. Overview and Guidelines for Corporate Fundraising
UNICEF cheque No.07635
Contract

CRITICAL SECTION
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UNITED NATIONS CHILDREN'S FUND — NATIONS UNIES

CONTRACT – INSTITUTIONAL OR CORPORATE CONTRACTOR

FOR UN USE ONLY

CONTRACT NO. TYPE	YEAR	SERIAL NO.	COMMENCEMENT DD	MM	YY	EXPIRY DD	MM	YY
CON	82	C-155	15	11	82	31	01	83

Contract entered into between the UNITED NATIONS* and NAME (Hereinafter referred to as the CONTRACTOR) Gray and Company

Address: The Power House, Washington, D.C. 20007

1. NATURE AND DURATION OF SERVICES – The contractor shall perform the following services according to the following schedule:

Under the general supervision of the Senior Contributions Officer, Programme Funding Office, the Contractor will undertake the responsibilities as outlined on the attached Terms of Reference.

Arrangements for consultations (if applicable): as required. Continuation Sheet: Yes ☒ No ☐

This contract shall commence on the 15th day of November 19 82 and shall expire on the satisfactory completion of the services described above, but not later than the 31st day of January 19 83, unless sooner terminated under the terms of this contract.

2. CONSIDERATION

(a) As full consideration for the services performed by the contractor under the terms of this contract, the United Nations shall pay the contractor upon submission of its invoice(s) to Programme Funding Office, UNICEF N.Y. and certification by the United Nations that the services have been satisfactorily performed the sum of $10,000.00

(b) The contract price is payable upon submission of the invoice(s) and certification of satisfactory performance by the United Nations, as follows:

PHASE	AMOUNT
Upon signature of contract:	U.S.$5,000.00
Upon finalization of assignment, mid-December:	U.S.$2,500.00
Upon submission of report:	U.S.$2,500.00

* Read "United Nations Children's Fund" for "United Nations" as

COPY 2: Consultant

PT.141 (1-76)

(c) Unless otherwise provided herein, the contractor shall bear all expenses, including any travel expenses, in the performance of its services under this contract.

(d) The United Nations undertakes no liability for taxes, duty or other contribution payable by the contractor on payments made under this contract. No statement of earnings will be issued by the United Nations to the contractor.

3. INDEMNIFICATION AND INSURANCE

(a) The contractor shall indemnify, hold and save harmless and defend at its own expense the United Nations, its officers, agents and employees from and against all suits, claims, demands and liability of any nature or kind, including costs and expenses, arising out of acts or omissions of the contractor or its employees in the performance of this contract.

(b) The contractor shall provide and thereafter maintain for the duration of this contract and any extension thereof all appropriate workmen's compensation insurance and furnish proof to the satisfaction of the United Nations of adequate liability insurance. The contractor shall further provide such health and medical insurance for its agents or employees as the contractor may consider advisable.

4. **TERMINATION OF CONTRACT** – This contract may be terminated by the contractor or the United Nations at any time upon written notice of two weeks (in the case of contracts for a period of two months or more) or five days (in the case of contracts for a period of less than two months). In the event of such termination by either party prior to the expiration date, the contractor shall be compensated on a pro rata basis for no more than the actual work performed to the satisfaction of the United Nations. Additional costs incurred by failure of the contractor to complete satisfactory performance may be withheld from any amount otherwise due to the contractor from the United Nations under this or any other contract.

5. **STATUS OF THE CONTRACTOR** – The contractor shall be considered as having the legal status of an independent contractor. Agents or employees of the contractor shall not be considered in any respect as being officials or staff members of the United Nations.

6. **ASSIGNMENT OF PERSONNEL** – The contractor shall not assign any persons other than those accepted by the United Nations for work performed under this contract.

7. **OBLIGATIONS** – The contractor shall neither seek nor accept instructions from any authority external to the United Nations in connexion with the performance of its services under this contract. The contractor shall refrain from any action which may adversely affect the United Nations and shall fulfil its commitments with fullest regard for the interest of the United Nations. The contractor shall not advertise or otherwise make public the fact that it is a contractor with the United Nations. Also the contractor shall in no other manner whatsoever use the name, emblem or official seal of the United Nations or any abbreviation of the name of the United Nations in connexion with its business or otherwise.

8. TITLE RIGHTS

(a) The title rights, copyright rights and all other rights of whatsoever nature in any material produced under the provisions of this contract shall be vested exclusively in the United Nations.

(b) Title to any equipment and supplies which may be furnished by the United Nations shall rest with the United Nations and any such equipment shall be returned to the United Nations at the conclusion of this contract or when no longer needed by the contractor. Such equipment, when returned to the United Nations, shall be in the same condition as when delivered to the contractor, subject to normal wear and tear.

9. **UNITED NATIONS PRIVILEGES AND IMMUNITIES** – Nothing in or relating to this contract shall be deemed a waiver of any of the privileges and immunities of the United Nations.

10. **ARBITRATION** – Any dispute arising out of or in connexion with this contract shall, if attempts at settlement by negotiation have failed, be submitted to arbitration in New York by a single arbitrator agreed to by both parties. Should the parties be unable to agree on a single arbitrator within thirty days of the request for arbitration, then each party shall proceed to appoint one arbitrator and the two arbitrators thus appointed shall agree on a third. Failing such agreement, either party may request the appointment of a third arbitrator by the President of the United Nations Administrative Tribunal. The arbitrator shall rule on the costs which may be divided between the parties. The decision rendered in the arbitration shall constitute the final adjudication of the dispute.

11. **AMENDMENTS AND ASSIGNMENTS** – No change in or modification of this contract shall be made except by prior written agreement between ~~the Chief or Deputy Chief, Purchase and Transportation Service, Office of General Services, United~~ UNICEF ~~Nations~~, and the contractor. The contractor shall not assign, transfer, pledge, sub-contract or make other disposition of this contract or any part thereof, or of any of the contractor's rights, claims or obligations under this contract except with the prior written consent of the United Nations.

UNITED NATIONS CHILDREN'S FUND	CONTRACTOR
Certified that original request has been approved by appropriate certifying officer.	NAME Gray and Company
BY (Signature of Contracting Officer)	BY (Signature of Authorized Individual)
Typed Name Bertram A.H. Collins	Typed Name of Authorized Individual John N. Cevette
Title Director, Division of Personnel and Administration Date 15 NOV. 1982	Title Exec. Vice-President, Gray and Co. Date

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fundraising

UNICEF

UNITED NATIONS CHILDREN'S FUND
FONDS DES NATIONS UNIES POUR L'ENFANCE

INTEROFFICE MEMORANDUM

TO: Mr. James R. Sheffield

DATE: 10 November 1982

FROM: Paul Ignatieff

FILE NO.:

SUBJECT: Consultancy to follow up on approaches on behalf of HRH Prince Talal to seven key US corporations

First may I thank you and Ron LaRose for your rapid co-operation in working out the arrangements for a consultancy to assist the US Committee in Prince Talal's approaches to seven key US corporations.

It is a pleasure to confirm that UNICEF, on an exceptional basis, is retaining the services of Gray and Company to undertake the consultancy. Our letter of agreement to Mr. John Cevette, their Executive Vice-President and General Counsel, is attached.

During our negotiation with Gray and Company it became evident that there are many areas in which the initiatives undertaken on behalf of Prince Talal in North America can and probably will relate to the US Committee's advocacy, information, field programme and corporate fundraising activities. In order to ensure effective co-ordination and maximum results, we specify the following contacts and co-ordination points for Gray and Company in UNICEF:

a) Corporate approaches in fundraising - Paul Ignatieff

b) Lobbying, etc., in Washington - Michael Shower

c) Public information and advocacy - John Williams and Hala Kittani.

In the US Committee:

a) Overall policy, guidance and high-level public relations - James R. Sheffield

b) Corporate approaches and fundraising - Ron LaRose

c) Public relations, information and field extension activities - Bob Brennan

c.c. Mr. Mitsuchi
Mr. Williams
Mr. Gibbons
Mr. [illegible]
Mr. [illegible]

../.

At this point, we are very much impressed with Gray and Company's rapid pickup of this assignment. This undoubtedly is due to the fact that they have over 20 persons involved on behalf of HRH Prince Talal.

With kind regards.

TELEPHONE PLAZA 4-1234

CABLE ADDRESS UNICEF

UNICEF

UNITED NATIONS CHILDREN'S FUND · FONDS DES NATIONS UNIES POUR L'ENFANCE

UNITED NATIONS, NEW YORK

5 November 1982

Dear John,

Thank you for your letter of November 3 in which you set up the terms, conditions and areas of responsibility for the consultancy in support for HRH Prince Talal's approaches to seven major US corporations. May I confirm our acceptance of your proposal and your all-inclusive fee of US$10,000. May I also note our appreciation for the level of this fee and its all-inclusive basis.

It was indeed a pleasure to meet you yesterday and to lay the basic goundwork for this assignment as summarized in the attached schedule. We are very much looking forward to meeting with you and Natalie Lang, your senior consultant, at the offices of the US Committee next Wednesday, November 10, to give further consideration to the strategy of the approaches to companies and to finalize the workplan.

As I mentioned to you, UNICEF would appreciate this assignment being undertaken in close co-ordination and co-operation with our partners, the US Committee for UNICEF. As became evident during yesterday's discussion, there are several areas in which Gray and Company has undertaken activities on behalf of HRH Prince Talal, which would benefit from the fullest co-ordination with UNICEF and the US Committee for UNICEF. With respect to this assignment targetted to "corporate approaches and fundraising", may I confirm that your contacts with UNICEF will be myself and with the US Committee for UNICEF will be, for overall policy and guidance, Mr. James R. Sheffield, President, for day-to-day working relations, Mr. Ron LaRose, Vice-President(Development). With respect to other public relations, information and extension activities such as the meetings proposed in Houston and Atlanta, the contacts would be Mr. Sheffield and Mr. Bob Brennan, Director Public Affairs.

../.

Mr. John Cevette
Executive Vice-President and
General Counsel
Gray and Company
The Power House
Washington DC 20007

c.c. Mr. Vittachi, Deputy Executive Director (External Relations), UNICEF
Mr. Sheffield, President, US Committee for UNICEF
Mr. LaRose, Vice-President (Development), US Committee for UNICEF
Mr. Brennan, Director, Public Affairs, US Committee for UNICEF

Again, it was a great pleasure to meet you and to see the start up of this assignment undertaken in such an efficient manner. I look forward to working closely with you.

Kindest regards.

Yours sincerely,

Paul Ignatieff
Senior Contributions Officer
Programme Funding Office

PHASE II: HRH PRINCE TALAL'S APPROACH TO US CORPORATIONS

Clarification of responsibilities between
Gray & Co. and the US Committee/UNICEF

Activity	Responsibilty		Deadline
	Gray & Co	US Committee/ UNICEF	
1. Work plan/Schedule of Activities	x	x	Nov. 10
2. Research and documentation			
a) Brief for HRH Prince Talal on companies and personalities	x		Nov. 17
b) Brief for companies on HRH Prince Talal/UNICEF/ Contribution	x	(input)	Nov. 17
c) Follow-up on documentation (after meetings as necessary)	(advice)	x	OPEN
3. Meeting arrangements (appointments, locale, etc.)	x	(advice)	Nov. 10
- Telexes to corporations	x		Nov. 5
- Phone calls to corporations	x		Nov. 9
4. Ongoing assessment of project	(advice)	x	
5. Final report on Phase II	x	(input)	
6. Prepation for Phase III	(advice)		
7. Basic intelligence, data, previous documentation, history of HRH Prince Talal's/UNICEF's contacts with corporations		x	Nov. 10
8. Office space in New York		x	

(November 10 telephone conversation between Ms. Lang/Mr. Cezette of Gray & Co. and P. Ignatieff/M. Shower, and November 4 meeting between Gray & Co./US Committee/UNICEF)

GRAY AND COMPANY

JOHN N. CEVETTE
GENERAL COUNSEL

November 3, 1982

Mr. Paul Ignatieff
Senior Contributions Officer
Programme Funding Office
United Nations Children's Fund
866 United Nations Plaza
New York, New York 10017

Dear Paul:

Natalie and I enjoyed speaking with you yesterday evening about our assistance to you in UNICEF fundraising activities during Prince Talal's visit in December. We both are very excited and look forward to a successful effort.

As we discussed on the phone, this letter sets forth the areas of responsibility for the U.S. committee, and Gray and Company:

1. In a joint effort, which Gray and Company will lead, the first phase of the project is to schedule the activities for the Prince during his visit and coordinate his appointments so he is able to visit personally with each of the seven corporations targeted for fundraising effort.

2. Gray and Company will prepare briefs for Prince Talal on each of the seven corporations providing information we believe is important for him to have before he meets with executives. Briefing will include a description of the people with whom he will meet. The U.S. committee will provide Gray with all efforts thus far with each corporation.

3. Gray and Company will be responsible for the formal presentation by Prince Talal and the U.S. committee to each of the seven corporations. The U.S. committee will lead, with Gray's assistance, to develop a follow-up brief for future actions for each corporation.

4. During the course of November, December and early January, Gray and Company will be available to provide ongoing advice and will develop, with the assistance of the U.S. committee, a final report and recommendations for continued activity.

Natalie Lang will be available to you for an average of one-half day and I will be available to you one day each week during the course of the project. We expect the project to terminate at the end of December, however we understand there may be some final aspects which take us to the early part of January. The fee for Gray and Company services is $10,000 with $5,000 paid on November 15, 1982 and $5,000 paid on December 15, 1982.

NATIONAL PUBLIC RELATIONS PUBLIC AFFAIRS
THE POWER HOUSE
WASHINGTON D.C. 20007
202 333-7400

Paul, let me again say how delighted we are to work with you on this project which we believe with our joint efforts will be a great success. I look forward to meeting you personally very soon.

Sincerely,

John N. Cevette

cc: Robert K. Gray
Natalie S. Lang

PHASE II: HRH PRINCE TALAL'S APPROACH TO US CORPORATIONS

Clarification of responsibilities between
Gray & Co. and the US Committee/UNICEF

	Activity	Responsibilty		
		Gray & Co	US Committee/ UNICEF	Joint
1.	Work plan/Schedule of Activities			x
2.	Research and documentation			
	a) Brief for HRH Prince Talal on companies and personalities	x		
	b) Brief for companies on HRH Prince Talal/UNICEF/ Contribution	x	(input)	
	c) Follow-up on documentation (after meetings as necessary)	(advice)	x	
3.	Plans for locales and types of meetings	(advice)	x	
4.	Ongoing assessment of project	(advice)	x	
5.	Final report on Phase II	x	(input)	
6.	Prepation for Phase III	(advice)		
7.	Basic intelligence, data, previous documentation, history of HRH Prince Talal's/UNICEF's contacts with corporations		x	
8.	Office space in New York		x	

(Telephone conversation between Ms. Lang and Mr. Cezette of Gray & Co. and P. Ignatieff and M. Shower)

بسم الله الرحمن الرحيم

طلال بن عبد العزيز آل سعود

Mr. George A. Roeder
Chase Manhattan Bank N.A.

Mr. Anthony O.Arcuni
Banker's Trust Company.

Riyadh, October 12th, 1982

Since I wrote you last March, I have been able to see the plight of children in Latin America, Africa and Asia, and with great anxiety have watched the current alarming situation in Lebanon where women and children have been so grievously affected. My commitment to my mission for UNICEF has been immeasurably strengthened by the work that this organization is effectively carrying out to improve the conditions of children in the countries I visited, and particularly in the emergency situation of Lebanon.

I was herartened by the positive response to my contacts to urge governments, corporations and individuals to increase their support to UNICEF's work to serve children and mothers all over the world. I would like to mention in particular the favorable reaction of the Saudi, French, Italian, and Omani governments whose recent additional contributions to UNICEF amounted to about US $9 million. I Saudi Arabia alone we were able to raise US $2 to 3 million from the private sector. I was also encouraged by the response I have received from four major US corporations. On this occasion I would like to emphasis the growing cooperation between Saudi Arabia and the United States in several fields.

I spite of these encouraging results, the needs of UNICEF for additional resources are increasing dramatically. The tragic situation in Lebanon is but one example.

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بسم الله الرحمن الرحيم

طلال بن عبد العزيز آل سعود

I understand that since I wrote to you, Mr. James R. Sheffield, President of the U.S. Committee for UNICEF has been in touch with your corporation. I am glad to know that you continue to support UNICEF through your membership in the US Committee's "National Support Council".

However, I hope that this support could be carried one step further. Specifically, I am writing to propose that you join with a number of international corporations based in the United States and Western Europe to form a select group of major corporate donors for UNICEF. I suggest that each of these major corporations make a contribution within the range of US $50,000 to US $100,000 annually. This would be in line with the admirable international reputation that your corporation has developed throughout the world in recent years.

I realize that my proposal may need to be considered by your coropration. I would be glad to discuss this idea with you at the earliest convenient time for both of us. I will ask my colleagues at UNICEF to follow this up with you.

Hoping to see you again soon, please accept my personal regard and best wishes.

Yours Sincerely,

Talal Bin Abdul Aziz Al Saud

UNICEF - PFO

Proposal: Phase II

H.R.H. Prince Talal's Approach to US Corporations

I. Objectives

1. To establish personal contacts between H.R.H. Prince Talal and the chief executive officers of major US corporations.

2. To add an "international dimension" to approaching US corporations active in the Arab Gulf states.

3. To obtain major contributions in the range of $50,000 to $100,000 on a multi-year basis for UNICEF from a select group of major US corporations.

II. Method

1. Letter from H.R.H. Prince Talal to 7 major US corporations active in the Arab Gulf states (a copy would be sent to the representatives of the corporations in Riyadh).

2. Preparatory activities with the selected corporations by a short-term consultant to be selected and appointed as soon as possible, with support from senior representatives of the US Committee and UNICEF.

3. Simultaneous contact with these corporations' representatives resident in Riyadh by H.R.H. Prince Talal's office.

4. Meetings between H.R.H. Prince Talal and the chief executive officers of the selected corporations in New York.

5. Follow-up by the consultant (and as appropriate by UNICEF and US Committee staff) until a multi-year and major pledge is confirmed.

III. Priority corporations

1. Group I

Letter "A"	Banker's Trust Company	Mr. Anthony O. Arcuni Senior Vice-President (Middle East Operations)
Letter "A"	Chase Manhattan Bank	Mr. George A. Roeder Vice-Chairman
Letter "B"	Chemical Bank	Robert Callander Mr. Richard K. Le Blond Senior Consultant Vice-Chairman
Letter "B"	Citibank	Mr. George T. Clark Executive Vice-President
Letter "B"	Morgan Guaranty Trust Company	10K two www 08 Mr. John G. Comfort Vice-President (Middle East Area)
Letter "B"	Morgan Stanley & Company	Mr. Robert H. Baldwin President
Letter "B"	General Motors Corporation	Mr. Roger Smith Chairman

2. Group II

(To be prepared by the consultant)

IV. New Dimensions

1. Increasing sympathy for the plight of women and children in Lebanon is resulting in a more sympathetic understanding of the Arab peoples.

2. Mr. George Keller, Chairman of Standard Oil Company of California is currently chairing the US Committee's "National Support Council". He is, of course, very familiar with the "Gulf".

3. Realization by the US Committee that:

a) A personal approach by H.R.H. Prince Talal will be more effective.

b) A high level consultant to mastermind and follow-up initiatives with US based major international corporations is required, provided this is co-ordinated with the US Committee and does not conflict with their National Support Council.

c) A more "internationalized" approach in fund-raising from corporations contacted by H.R.H. Prince Talal would be more effective.

V. Review of Phase I

1. Achievements

a) Major contributions from 4 major US oil companies.

b) Preliminary contact between H.R.H. Prince Talal and the chief executive officers (or their personal representatives) of 16 major US corporations at a luncheon on 16 March 1982.

c) Creation of an awareness of the dedicated mission that H.R.H. Prince Talal is sustaining for UNICEF in US corporate leadership.

d) Increased sensitization of US corporations to the need to increase support for UNICEF.

e) Follow-up by the US Committee of these corporate contacts which resulted in:

- Contacts with senior corporate executives responsible for corporate contributions (all, save 2 cases).

- Confirmation of one major contribution (Hospital Corporation of America).

- Continuation of annually renewed membership in US Committee's "National Support Council" by several corporations, abreviating an often protracted negotiation!

f) Willingness of the US Committee to support a more "internationalized" approach to fund-raising from US corporations active in the Arab Gulf states through direct contact between H.R.H. Prince Talal and the chief executive officers of US corporations, provided this is co-ordinated with the US Committee.

2. Constraints

a) General global economic recession and decline in corporate profits.

b) Increasing competition for local and national causes which affects adversely international approaches.

c) Continuing sentivity to possible foreign pressures in the United States.

d) Need for additional back up capacity in the United States and Riyadh to organize and sustain high level contact between H.R.H. Prince Talal and senior executives of major US corporations.