

A Somali family sets up their new Refugee Housing Unit home sponsored by IKEA in Hilaweyn camp, Ethiopia.



Mobilizing the Private Sector



UNHCR / J. OSE

Gaining financial support from the private sector and ensuring that refugee issues figure prominently on the agenda of the philanthropic world will remain key priorities for UNHCR in 2015.

The Office will pursue its efforts to proactively engage corporations, foundations, philanthropists and individuals who are eager to help drive change and find innovative solutions to the challenges facing refugees.

UNHCR is fully committed to expanding private-sector fundraising in order to diversify and broaden its donor base in a sustainable manner, which is imperative in times of ever-growing humanitarian needs.



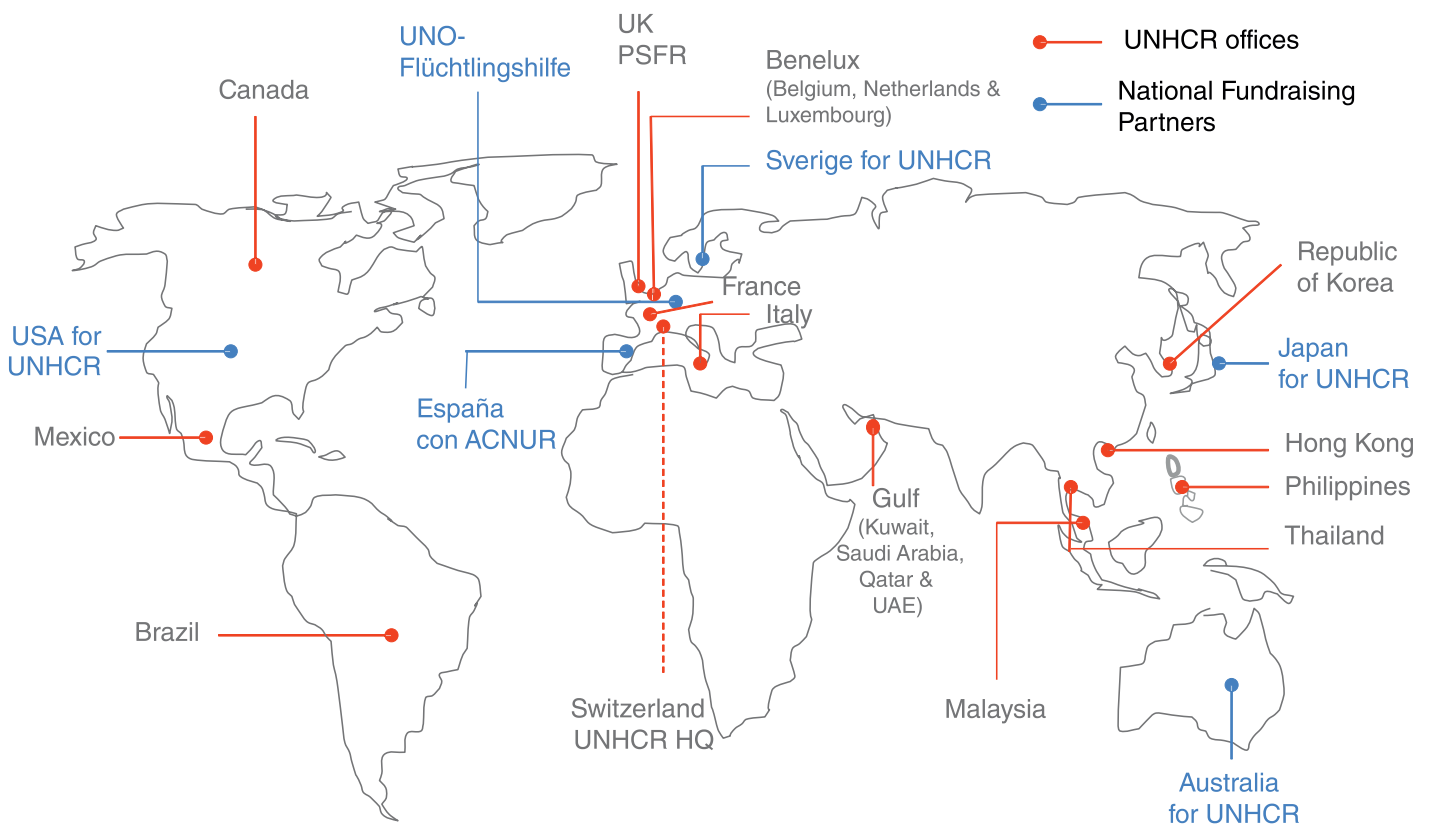
2014-2018 strategy

The large investment made in UNHCR’s global private-sector fundraising programme (PSFR) over the past few years is a demonstration of the Office’s sustained commitment to significantly increase income from the private sector in the years to come. Through the complementary Individual Giving and Leadership Giving programmes, efforts are being undertaken in 27 countries around the world, via a network of designated PSFR fundraising hubs located within UNHCR country offices, together with six national fundraising partners, namely Australia for UNHCR, *España con ACNUR*, Japan for UNHCR, Sweden for UNHCR, *UNO-Flüchtlingshilfe* (Germany’s association) and USA for UNHCR. The sustained commitment and dedication of these six non-governmental fundraising partners,

which are at the forefront of resource mobilization for UNHCR in their respective countries, has resulted in a significant increase in private-sector income in 2014. All of them have exceeded their financial targets and this trend is likely to continue in 2015.

As set out in its new strategy, it is anticipated that, by the end of 2018, PSFR will be raising USD 500 million from 2.5 million individual donors. This strategy is primarily centred on digital fundraising, expanding multi-year partnerships with major foundations, corporations and wealthy individuals, as well as increasing financial support and loyalty from individual donors. Through social media, petitions and newsletters, PSFR hopes to ultimately inspire up to 10 million supporters in 100 countries to raise their collective voices for refugees and other people of concern to UNHCR.

PSFR Global Network



● *UNHCR opens office in Copenhagen's UN City*



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UN City in Copenhagen, Denmark.

Following the offer of the Danish Government to host some of UNHCR's services in its new state-of-the-art UN City building in Copenhagen, it was decided to relocate part of UNHCR's external relations

staff to Denmark. The building currently hosts eight other UN agencies. In addition to the exceptional working environment that the UN City offers, this move will also allow UNHCR to achieve cost-efficiency and help

reach its ambitious private-sector growth targets by establishing long-term global partnerships with the private-sector. ■

● Digital first!

2015 will be a year of developing and perfecting digital techniques, which are at the heart of UNHCR's private-sector fundraising strategy. Having laid the foundations for long-term digital income growth, UNHCR will also be seizing every opportunity, both at national and global levels, to maximize impact

on the general public. A digital approach will be prevalent in all fundraising delivery and support programmes. With a stronger web presence and targeted online advertising, UNHCR will aim to increase the active engagement of its online community through use of social media and email.

● Individual supporters

Through Individual Giving, UNHCR has a tested model for generating long-term incremental income. For the first time in the organization's history, substantial and growing income is being generated by committed donors.

A cutting-edge digital recruitment programme is currently being developed based on new standards

of best practice for individual supporter engagement. Since 2007, a consistent focus on increasing the level of individual supporters has resulted in a solid base of 1 million individual donors so far – an encouraging achievement towards UNHCR's goal of 2.5 million individual donors by 2018.

Leadership giving

With relationships already established with over 40 key corporate partners, foundations and philanthropists, UNHCR will seek to further increase this source of private-donor funding, and forge new and innovative partnerships worldwide, to ensure that refugee issues figure prominently on the agendas of donors.

CORPORATE

In August 2014, UNHCR and UNIQLO's parent company, Fast Retailing Co., Ltd, renewed their three-year global partnership agreement, which includes in-kind and cash contributions to UNHCR, as well as capacity-building activities for refugees. Since 2006, UNIQLO has donated second-hand clothes to displaced people all over the world through its All Products Recycling Initiative. The number of clothes

donated to UNHCR will reach the 10 million mark in early 2015, benefitting refugees and IDPs in over 36 countries. UNIQLO is particularly keen to expand this component of the partnership and ensure its sustainability in 2015 and beyond.

The financial contributions received from UNIQLO, in particular to support UNHCR's response to emergency situations, are another illustration of the company's sustained commitment to the Office's humanitarian work. The company also provides refugees in Japan with an opportunity to undergo vocational training at UNIQLO shops, an experience which opens the door for employment opportunities in the country. Plans to expand these vocational training activities to other refugee-hosting countries are currently under discussion.



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Children wearing clothes distributed by UNIQLO in Zaatari refugee camp, Jordan.

● The Said Foundation



UNHCR / S. BALDWIN

"When I saw what the war was doing to our children, I decided to become a nurse," says 16-year-old Alaa, who is a Syrian refugee attending classes in southern Lebanon.

“

Syria is the Foundation's highest priority and, in the current tragic circumstances, assistance for displaced and refugee Syrians is naturally at the heart of our work

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*Wafic Rida Said,
Chairman of the Said Foundation.*

Since 2011, the Said Foundation has been supporting UNHCR's work for Syrian refugees in the region. In 2015, in the framework of the DAFI Programme - the only global higher education programme for refugees - the Foundation will fund 100 scholarships for Syrian refugee

students allowing them to benefit from tertiary education and to follow four-year degree programmes in Jordan and Lebanon. Given the scale of the Syria crisis, additional resources will be needed to give the same chance to many other deserving Syrian youth. ■

PHILANTHROPISTS

In 2014, UNHCR launched the Time to Act Campaign, a global fundraising appeal to leading and influential personalities and philanthropic individuals. Its aim is to make sure that the voices of Syrian children are heard, in order to muster international support for them, which in turn will spur a sustained regional engagement to safeguard the future of millions of children affected by the ongoing conflict. This

Appeal will assist Syrian children to go back to school, and help prevent child labour, abuse and exploitation, child recruitment into armed groups, and statelessness, while ensuring that affected Syrian children and their families have access to psychosocial support. The Time to Act Appeal has so far raised over USD 2.5 million: fundraising campaigns are ongoing in France, Monaco, Sweden and the United States, and will be rolled out elsewhere in 2015.



Cover of the Time To Act brochure

● *The Carpe Vitam Foundation*



Carpe Vitam's Peder Wallenberg and Anna Lena Nordenfalk of Swedish Time to Act meet Syrian refugee children in Jordan.

The Swedish philanthropist Peder Wallenberg and his foundation *Carpe Vitam* have joined forces with Sweden for UNHCR to garner support for the Time to Act Campaign. The Swedish appeal, launched under the patronage of Princess Christina of Sweden, has raised over USD 790,000 through direct contributions from *Carpe Vitam*, fundraising events and peer-to-peer outreach activities. ■

● *The Big Heart Campaign*



Her Highness Sheikha Jawaher Al Qasimi, UNHCR Eminent Advocate, and singer Hussain Al Jassmi, meet Syrian refugee children in Lebanon.

The Big Heart Campaign for Syrian refugee children was launched in 2013 by Her Highness Sheikha Jawaher bin Mohammed Al Qasimi, UNHCR's first Eminent Advocate. The campaign has galvanized support from private and public sectors in the United Arab Emirates, and has raised some USD 14.5 million to date, allowing UNHCR to implement shelter, health-care, education and other activities for 300,000 Syrian IDPs and refugees in Egypt, Iraq, Jordan, and Lebanon. Her Highness recently reiterated her commitment to pursue her support for the Campaign and mobilize funds for Syrian refugees. ■