

The IKEA Foundation's CEO, Per Heggnes, gets a great welcome from young refugees in Kenya.



# *Drawing on the support of Individuals, Associations, Foundations and Corporations*

**P**RIVATE INDIVIDUALS, corporations, foundations and national associations working to raise funds for UNHCR are becoming increasingly important sources of support for the refugee cause. Many motivated and talented people are bringing their voices and resources together to help publicize the dramatic situations that have uprooted millions of people. Their efforts are generating remarkably high contributions, both in cash and in-kind, in support of UNHCR's core activities on behalf of refugees and internally displaced people. Scaling up UNHCR's ability to reach out to these supporters will be a key objective of strategic communications and private-sector fund raising in 2013.

## **INDIVIDUAL DONORS**

THE RECRUITMENT OF INDIVIDUAL donors is at the heart of UNHCR's private sector fund-raising strategy. Thanks to sustained efforts in recent years, by the end of 2013 UNHCR expects to benefit from the support of more than 700,000 individual donors worldwide.

Individual donors are a vital source of funding as they usually commit to regular giving on a monthly basis. UNHCR recruits new donors mainly through face-to-face fund raising. This involves signing up donors on the street or at their homes. Another key technique is direct marketing, whereby donors are solicited through mail, press advertising, telemarketing and other means. In 2013 UNHCR will significantly increase the diversity and

sophistication of its individual giving programme through the addition of direct-response television advertising and a greater focus on fund raising for emergencies.

## **ASSOCIATIONS**

UNHCR WILL CONTINUE TO WORK closely with national associations to raise funds in 2012 and 2013. Currently, UNHCR collaborates with five national associations – in Australia, Spain, Germany, Japan and the United States of America – each established as an independent non-governmental organization. National associations are UNHCR's foremost fund-raising partners in the countries in which they operate, working to build awareness and generate resources for UNHCR's programmes.

## CORPORATE PARTNERSHIPS

UNHCR RELIES ON A NUMBER OF renowned corporations to raise awareness and funds for refugees. Beyond direct cash and in-kind contributions, companies are encouraged to mobilize employees and customers to raise funds, provide expertise and ideas, and develop cause-related marketing campaigns for UNHCR.

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The IKEA Foundation is UNHCR's foremost corporate partner. Since 2010, the IKEA Foundation has funded UNHCR projects that provide shelter, care, education and training in refugee camps, giving children, in particular, the opportunity to build a better life for themselves and their families. The IKEA Foundation supports UNHCR's work in Ethiopia, Bangladesh and eastern Sudan, and is a sponsor of UNHCR's Nansen Refugee Award ceremony. IKEA also makes in-kind donations and contributes expert knowledge through workshops held in conjunction with UNHCR's supply management team.

UNHCR will draw on the goodwill and expertise of corporate partners, especially when responding to emergencies and seeking long-term solutions where their support and the publicity surrounding their involvement can be of particular value. Long-standing partners include Fast Retailing, the International Olympic Committee and the Dutch and Swedish postcode lotteries. UNHCR is

extremely grateful for the support that the employees of these organizations have been providing, and looks forward to continuing to build these relationships.

The World Economic Forum and the Clinton Global Initiative will remain important venues for dialogue with corporate partners, allowing UNHCR to raise its profile with decision makers at the highest levels of global humanitarian engagement. UNHCR is also involved in the work undertaken by the United Nations Global Compact, which works hand in hand with the corporate sector to catalyse actions in support of system-wide UN goals.

## FOUNDATIONS

UNHCR RECEIVES SUPPORT FROM MORE than 40 foundations and grant-giving organizations worldwide. These include the United Nations Foundation, Lions Club International, Prosolidar, the Howard G. Buffett Foundation, Qatar Charity, *Stichting Vluchteling*, the Said and Asfari Foundations and the World Assembly of Muslim Youth.

The United States of America and the Gulf region will remain strategically important areas for the development of new partnerships with foundations in 2012-2013. UNHCR will continue to benefit from its ongoing partnership with the United Nations Foundation, in particular through the *Nothing But Nets* campaign and the *Girl Up* initiative. Considerable effort will continue to be invested by UNHCR in developing partnerships with foundations in Kuwait, Qatar, Saudi Arabia and the United Arab Emirates.

## HIGH NET WORTH INDIVIDUALS

UNHCR IS EXPANDING ITS OUTREACH to philanthropists and other wealthy individuals with the capacity to support its work. The year 2013 will see the establishment of a dedicated fund-raising programme targeting high net worth individuals. The initial emphasis will be on developing a portfolio of donors and establishing the necessary policies, systems and tools to ensure sustainable income growth from 2014 onwards.

## GOODWILL AMBASSADORS

UNHCR's GOODWILL AMBASSADORS use their talent and advocacy skills to raise awareness, influence policies and help raise income for the refugee cause. They are outstanding allies who are committed and engaged humanitarians. UNHCR helps build their knowledge of the many aspects of working with people who have been forced to leave home, including protection concerns and potential solutions.

Goodwill Ambassadors offer their time and support in many different ways, including making visits to field emergency situations to witness first hand how UNHCR staff protect and help refugees.

With the revised guidelines on the management of the Goodwill Ambassador programme now in place, UNHCR will seek the help of more celebrities to add to its current roster of distinguished envoys. These include classical singer Barbara Hendricks, the actors Osvaldo Laport and Yao Chen, television presenters Kris Aquino and Jesús Vázquez, and the writer Khaled Hosseini. Meanwhile, former Goodwill Ambassador Angelina Jolie will continue her service with UNHCR in her new role as Special Envoy (see the *Special Envoy* feature).

## THE NANSEN REFUGEE AWARD

IN 2013, UNHCR AND THE Norwegian Refugee Council will again work together to organize the annual Nansen Refugee Award programme and prize-giving ceremony. The event offers an important platform for building international understanding about the refugee cause and the work of UNHCR. The focus in the past few years on raising the profile of the

Nansen Award has been successful thanks to the collaboration of key partners, and efforts will be made to sustain this support in 2013.

The Nansen Award was created in 1954 in honour of Fridtjof Nansen, Norwegian explorer, scientist and the first High Commissioner for Refugees at the League of Nations. It is given each year to an individual or organization for outstanding work on behalf of refugees. A commemorative medal and a USD 100,000 prize donated by the Governments of Norway and Switzerland are awarded to the winner at a ceremony organized each year in Geneva with the support of the Swiss authorities and the IKEA Foundation. Since 1954, the Nansen Refugee Award Committee has conferred 68 Nansen Medals on individuals, groups or organizations.

The 2012 winner is Hawa Aden Mohamed, the founder and director of the Galkayo Education Centre for Peace and Development in Puntland, north-eastern Somalia. Following the announcement of the latest recipient, UNHCR's Honorary Lifetime Goodwill Ambassador Barbara Hendricks commented:

*"Somalia has been battered by decades of violence, conflict and human rights abuses, but visiting Somali refugees in Ethiopia, I was struck by their resilience and dignity. Hawa Aden Mohamed is a true heroine who, despite the difficult and challenging circumstances, has touched the lives of thousands of women and girls. She has risked her life to restore the lives of others, many of whom have been traumatized by sexual violence, and has worked hard to improve women's rights in Somalia. I send her my heartfelt congratulations on winning this award." ■*