

New toys bring a smile to this Syrian refugee girl living in Nizip-2 container city, Turkey



Private Sector Support

P rivate individuals, corporations, foundations and national fundraising partners provided vital support to UNHCR in 2013. Their contributions were especially crucial in a year marked by the eruption of several new displacement crises as well as the progression of numerous ongoing emergencies. This chapter highlights the generosity of the many private-sector supporters who, in 2013, collectively donated a total of USD 191 million, representing 6.5 per cent of voluntary contributions to the organization. In addition to many long-standing supporters who continued to demonstrate their commitment to the refugee cause, new ones emerged, generating additional funding. Together, they made a real difference to UNHCR's ability to protect and assist displaced people around the world. ●●●

INDIVIDUAL GIVING

Expanding the interest and engagement of individual donors is a core element of UNHCR's private-sector fundraising strategy. In 2013, some 822,000 individuals contributed a total of USD 110.5 million to UNHCR's work, surpassing for the first time the USD 100 million mark for donations from this source and increasing contributions by 43 per cent compared to 2012. The largest share of private-sector contributions was through face-to-face fundraising, either in public places or door-to-door.

The way in which individuals channel funds to UNHCR has also been diversified. For instance, direct-response television advertising and online fundraising programmes have been introduced in some countries and expanded in others. These two methods alone brought in 20 per cent of all individual contributions in 2013.

Individual donors responded strongly to emergency appeals, particularly for the crisis in and around the Syrian Arab Republic (Syria) and Typhoon Haiyan in the Philippines, with contributions totalling USD 21.2 million. They also helped support operations that received less media attention, despite significant needs.

UNHCR'S NATIONAL FUNDRAISING PARTNERS

National fundraising partners (formerly referred to as national associations) continued to be at the core of UNHCR's visibility and resource mobilization efforts in many countries.

In 2013, UNHCR's national fundraising partners in Australia, Germany, Japan, Spain, Sweden and the United States helped build awareness about UNHCR's work and the lives of displaced populations. National fundraising partners raised USD 81.8 million in 2013, or 42 per cent more than in 2012. This major

achievement was made possible thanks to the relentless efforts of close to a thousand fundraisers, many of them former refugees.

UNHCR's Spanish national partner, **España con ACNUR**, raised more than USD 29.4 million. Most of this came from 193,000 committed individual donors, including some 90,000 new contributors. Meanwhile, the **Japan Association for UNHCR** recruited more than 50,000 new donors in 2013, and recorded a total of USD 15.7 million in contributions.

Through face-to-face fundraising and the use of social media, **Australia for UNHCR** motivated more than 35,000 people in the country to start supporting UNHCR's work. Such efforts brought the total number of active donors in Australia to 70,000 and raised USD 18.2 million. UNHCR's partnership with the Australian Broadcasting Corporation also resulted in significant contributions, especially for the Mali, South Sudan and Syria emergencies, as well as in response to Typhoon Haiyan in the Philippines.

In Germany, the extraordinary efforts of national fundraising partner **UNO-Flüchtlingshilfe** yielded some USD 9.1 million for UNHCR's programmes in 2013, an increase of 87 per cent from the year before.

UNHCR's partnership with **USA for UNHCR** is another example of the invaluable support national fundraising partners provide. This partner raised more than USD 7.9 million in 2013, including some USD 1.5 million for the Syria crisis as well as USD 3.2 million in unrestricted funding. Total contributions in 2013 were 41 per cent higher than in the previous year. USA for UNHCR also worked to secure funding support through charities based in the United States, most notably the Howard G. Buffett and the John D. and Catherine T. MacArthur Foundations.

UNHCR Insamlingstiftelse (Sweden for UNHCR) became

UNHCR's national fundraising partner in Sweden, with Honorary Lifetime Goodwill Ambassador, Barbara Hendricks, chairing its board. Last year, more than 50,000 Swedish donors, including many long-standing supporters, contributed more than USD 5 million, including USD 1.2 million for the response to the Typhoon Haiyan emergency. Sweden for UNHCR conducted a face-to-face fundraising campaign in six major cities. In addition, a direct response television programme (see box), which was aired for six months, generated some 5,000 responses, with more than 3,800 people becoming monthly donors. Another 1,245 people pledged monthly contributions through UNHCR's webpage and, following the November 2013 launch of a dedicated website by this partner, donations in Sweden are expected to rise further.

Over the past five years, there has been a major increase in the contributions raised on behalf of UNHCR by its six national fundraising partners, from USD 22.7 in 2008 to USD 81.8 million in 2013. The number of individual donors, including those who give on a monthly basis, also grew during this period, from some 154,500 to 563,000.

LEADERSHIP GIVING

In 2013, UNHCR expanded its dialogue with corporations, foundations and philanthropists, and developed multi-year global partnerships with them. Income from these sources totalled more than USD 80.4 million, including USD 12.5 million in the form of in-kind donations.

Corporate partnerships

UNHCR has built valuable relationships with numerous companies which have led to various forms of support. This not only includes cash and in-kind contributions from the companies themselves, as well as from their employees and

customers, but also expertise. Many of these supporters have helped UNHCR develop innovative approaches to its work in the field.

One of UNHCR's biggest supporters remains the **IKEA Foundation**, which contributed USD 33 million to programmes across many regions and sectors (see box) in 2013. Information about UNHCR appeared for the first time in the IKEA catalogue, raising awareness about the organization among a vast new audience.

For several years, the Danish toy company **LEGO** has donated thousands of play sets, bringing joy to displaced children across Africa, Asia, Eastern Europe and the Middle East. In addition, the corporation donated USD 3 million in 2013 towards the 2014 Educate A Child initiative. More than 200,000 refugee children in 12 priority countries will be given help to access quality primary education in order to ensure their cognitive, social and emotional development (see Educate A Child Special Feature).

Since its inception in 2006, the cooperation between clothing retailer **UNIQLO** and UNHCR has developed into a global partnership that supports operations through cash and in-kind donations, staff deployment, employment of refugees and awareness-raising programmes. In 2013 alone, almost 1.5 million items of clothing were distributed to people of concern around the globe. UNIQLO also contributed USD 1 million for Syrian refugees (see News and Views story).

In 2013, a substantial donation from Canadian consulting firm **Morneau Shepell** supported the construction and equipping of a secondary school for girls at Kakuma Camp in Kenya.

The **International Olympic Committee** donated sports kits valued at more than USD 500,000 to thousands of refugees around the world in 2013.

● Direct Response Television



Sweden for UNHCR's face-to-face team

UNHCR has run television appeals since 2008. By 2013, television fundraising programmes were being broadcast successfully in Australia, Germany, Italy, Japan, the Republic of Korea, Spain and Sweden, as well as in Hong Kong SAR (China). A television appeal developed in 2013 for the Syria emergency was built

around the eyewitness accounts of UNHCR staff, testifying to the scale and impact of the crisis. The staff featured in the television appeal, who are nationals of the eight countries where it has been aired, help their fellow citizens understand how their support could make a difference in the lives of Syrian refugees. ■

Foundations and grant-giving organizations

Over thirty foundations and grant-giving organizations maintained their support for UNHCR's work during the year.

The 2012-2016 multi-year strategic partnership agreement between UNHCR and the global Educate A Child (EAC) Programme funded through the **Education Above All Foundation** continued to focus on the enrolment of out-of-school children and the provision of access to primary education for refugee children and youth in 12 priority countries (see *Educate A Child* Special Feature). The **Stichting af Jochnick Foundation** contributed a further USD 500,000 to EAC.

Through a multi-year global partnership, the **UPS Foundation** has generously supported UNHCR through cash grants and in-kind

donations with a total value of USD 650,000. In 2013, the foundation helped UNHCR provide 40,000 Syrian refugees in Turkey with winter relief supplies, and some 3,000 families in the Philippines with emergency assistance kits, tents and solar lanterns.

The **United Nations Foundation** and its partners support UNHCR's activities through the malaria prevention campaign *Nothing but Nets* in South Sudan and *Girl Up*, an initiative to provide protection and education for adolescent girls in Ethiopia. Some 148,000 mosquito nets were distributed to 55,300 families in South Sudan and school materials, shoes and solar lanterns were provided to 3,625 Somali refugee girls in Ethiopia.

A USD 2 million contribution from **Qatar Charity** helped UNHCR build temporary shelters and

community kitchens for 10,000 internally displaced families in Myanmar.

The **Dutch and Swedish Postcode Lotteries** granted UNHCR more than USD 2.6 million and USD 1.7 million, respectively, of unrestricted funding in 2013. The contributions enabled UNHCR to react quickly to unforeseen emergencies as well as to enhance its response to

“silent crises” – usually protracted displacement situations that receive less media attention than the big emergencies.

A generous gift of USD 1,592,320 from the **Said Foundation** in 2013 enabled UNHCR to purchase 500 prefabricated caravans to accommodate Syrian refugees in Za'atari Camp, Jordan.

The Church of Jesus Christ of Latter-day Saints contributed

USD 1.47 million in 2013, including a cash grant of USD 290,000 for the construction of more than 1,330 shelters for refugees from the Central African Republic currently in Chad. The project assisted more than 3,000 people.

UNHCR is also very grateful for other large grants and in-kind contributions from committed supporters such as AC Milan, the Alwaleed Bin Talal Foundation – global, *Consiglio Italiano per I Rifugiati*, *Fondazione Prosolidar-Onlus*, Fuji Optical Co., *Fundación La Caixa*, *Fundación Probitas*, Hewlett Packard, Islamic Relief USA, the John D. and Catherine T. MacArthur Foundation, the Khaled Hosseini Foundation, the Koinonia Foundation, the Lebara Foundation, *Municipio Paredes*, the Nando Peretti Foundation, RedR Australia, the Howard G. Buffett Foundation, the Tokyo Marathon Foundation, the United Nations Fund for International Partnerships, and the World Assembly of Muslim Youth. Each gift has greatly contributed to helping the displaced and giving them hope for the future.

● *IKEA Foundation*



UNHCR / C. LAMONT

IKEA Foundation CEO Per Hegggenes meets with young Somali Refugees who are receiving livelihood training as a result of Foundation funding.

As UNHCR's largest corporate donor, the IKEA Foundation has committed more than USD 95 million since the partnership began. In 2013 the Foundation continued to support refugees and host communities in Bangladesh, Ethiopia and Sudan, in addition to emergency operations elsewhere in the world. Education, vocational training, livelihoods and renewable energy are some of the key areas in which the Foundation invested in 2013. Some significant achievements were:

- The enrolment in school of nearly 28,000 refugee children in Bangladesh, Ethiopia and Sudan. The project helped Rohingya refugees in Bangladesh gain access to secondary education for the first time in more than two decades.
- The construction of 8,800 transitional shelters for refugees in Kobe and Hilaweyn Refugee Camps in Dollo Ado, Ethiopia, and the construction and/or repair of another 1,015 refugee shelters in Bangladesh.
- Field testing of a prototype shelter designed to improve the living conditions of forcibly displaced people. The shelter was developed through a partnership among the IKEA Foundation, UNHCR and the Refugee Housing Unit.
- The provision of in-kind donations to displaced people in emergency situations, including 50,000 mattresses (worth USD 1.5 million) for Syrian refugees in Jordan and Lebanon, and more than 100,000 SUNNAN solar-powered lamps (worth over USD 1 million) for people of concern in Ethiopia.

Private philanthropy

In 2013, UNHCR received a boost in support from individual philanthropists and family trusts, demonstrating far-reaching commitment to the refugee cause.

Her Highness Sheikha Jawaher bint Mohammed Al Qasimi became UNHCR's first Eminent Advocate, supporting the agency's work directly and through the “Big Heart Campaign” (see also chapter on *Celebrity Support*). Her generous gift of USD 14.2 million enabled UNHCR to deliver shelter, education and health care to Syrian refugees in Iraq, Jordan and Lebanon, as well as displaced people inside Syria. She also visited Syrian refugees in Lebanon which helped raise public awareness about their plight and the work of UNHCR. ■

UNIQLO donates \$1 million for Syria emergency

This article is an adapted version of a UNHCR news story

20 SEPTEMBER 2013

The UN refugee agency today welcomes a USD 1 million donation from Japan's leading clothing retail chain, UNIQLO, to support urgent humanitarian needs in the Syria emergency.

The funds donated by UNIQLO's parent company Fast Retailing Co., Ltd. will go towards UNHCR's efforts to help more than 4 million people displaced within Syria and over 2 million Syrians who have been forced to flee to neighbouring countries since the conflict started in 2011. This is the largest cash contribution to the Syria emergency by a UNHCR corporate partner to date. In addition, UNIQLO has

donated more than 220,000 items of clothing to displaced people and refugees in Syria and Jordan since 2011. UNHCR has been working with the Japanese clothing firm since 2006, delivering millions of recycled clothing items to refugees in some 25 countries including Bangladesh, Ethiopia, Serbia and Tajikistan. In 2011, UNIQLO donated USD2 million – including USD1 million from Chief Executive

Officer Tadashi Yanai – to support the refugee and displacement emergency in the drought-stricken Horn of Africa. The company has raised funds for refugees through initiatives like the "UT" charity T-shirt campaign. It also runs an internship programme at UNIQLO stores for refugees and others of concern to UNHCR, as well as a staff deployment programme to refugee operations. ○

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It is crucially important that we do all we can, as quickly as we can, to help victims. We hope our donation will help to limit further damage as we work on longer term initiatives, with our customers, to help safely re-build the community and protect vulnerable children and their families.

—Chairman of Lebara Group Yoganathan Ratheesan after Typhoon Haiyan hit the Philippines

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Together, the world's largest transportation and logistics company and one of the world's leading humanitarian response agencies, are partnering to enhance disaster relief systems and processes. This will result in helping to significantly increase the number of lives that are positively impacted and saved around the world.

—UPS Foundation President Eduardo Martinez

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