

Private Sector *Fundraising*



IDPs in Zozan City camp in Dohuk, Iraq. In 2016, UNHCR will launch a global campaign on shelter to raise funds to ensure that forcibly displaced people worldwide have access to adequate shelter arrangements.



At a time of rapidly growing needs for the tens of millions of people of concern to UNHCR around the world, there is an increasing gap in available funding from the traditional humanitarian donor community.

Private sector fundraising enables UNHCR to extend the scope of its advocacy, awareness-raising and resource mobilization for refugees and others of concern to the Office.

In 2016, UNHCR will work with new and existing private sector donors and supporters to mobilize funds and generate visibility about the pressing needs of forcibly displaced and stateless people. ●●●

Private sector fundraising strategy

UNHCR's five-year private sector fundraising strategy was launched in 2014 with the aim of reaching out to 5 million supporters in 50 countries by 2019. It will include supporting emerging fundraising operations, maintaining existing fundraising efforts and seeking to raise funds in new countries where private sector fundraising is not yet carried out.

The strategy will be continuously reviewed to ensure it supports UNHCR's longer-term objective: to raise USD 500 million from private sector partners by the end of 2018, with at least half of this being unearmarked funding, allowing the organization to respond flexibly to new emergencies and unmet needs.

Experience suggests that encouraging donor loyalty can ensure more predictable and sustained funding. Priorities in 2016 therefore will include building this loyalty, cultivating new partnerships, launching a global multi-year thematic campaign on shelter (see below) and streamlining UNHCR's private sector fundraising strategies in emergency contexts.

In 2016, there will also be a strong focus on using a "digital first" approach to fundraising, in order to increase digital outreach and connections to UNHCR's work with refugees. With high profile humanitarian emergencies continuing to mobilize resources, UNHCR will seek to further showcase the importance and impact of private sector donations in the day-to-day work of the Office and on the lives of people of concern.

UNHCR's private sector fundraising network is operating in 27 countries worldwide to implement

the strategy, either within UNHCR country offices or in cooperation with six national partners: Australia for UNHCR, España con ACNUR, Japan for UNHCR, Sweden for UNHCR, UNO – Flüchtlingshilfe (Germany), and USA for UNHCR. The commitment of these six non-governmental fundraising partners, who lead fundraising for UNHCR in their respective countries, is expected to result in a significant increase in private-sector income in 2016. National partners raise approximately half of UNHCR's private sector income worldwide. They also play an important role in raising awareness about UNHCR and the refugee cause, as well as developing longer-term relationships with private supporters.

In 2016, a three-year global campaign on shelter will be launched to raise funds to ensure that forcibly displaced people worldwide have access to adequate shelter arrangements. It will involve coordinated efforts by many operations in all regions, and will fundraise to support a range of shelter solutions for refugees and internally displaced people (IDPs) in different countries, contexts and settings - from emergency situations through to protracted displacement situations in rural or urban settings.

This campaign will be piloted in 2016, and will be closely linked to efforts to increase private sector funding. UNHCR aims to recruit 1.5 million new private sector supporters as a result of the campaign over the next three years. The campaign's financial targets will be developed progressively, and will be revisited in December 2016 following the pilot phase of the campaign.

Emergencies

During an emergency, partnerships with the private sector can enable UNHCR to mobilize funds quickly, raise awareness about the situation among the general public, and engage with new supporters. New private sector donors can also help to spread awareness about the plight of people of concern to UNHCR using their

corporate and social media networks.

In 2016, UNHCR will build on the successful results achieved in 2015 to ensure even more effective and efficient fundraising during emergencies, including by implementing better fundraising protocols and strategies across all markets.



UNHCR/A. PENSO

A UNHCR worker plays with a refugee child in Catania port, Sicily, Italy.

UNHCR launched two global emergency fundraising appeals in 2015 particularly targeted to private sector donors: to meet the most urgent needs of those displaced by the earthquake in Nepal in April 2015; and to support refugees arriving in large numbers in Europe.

In Nepal, UNHCR's response to the 7.8 magnitude earthquake on 25 April 2015 was funded by private sector donors. This response included: rapid distribution of tarpaulins and solar lamps from UNHCR

stockpiles to families within the first 48 hours of the emergency; the provision of 20 per cent of all shelter and 70 per cent of all solar lamps delivered during the first phase of international response efforts; and the launching of a radio programme aimed at providing psychological and social support to listeners, which reached more than 2 million people across Nepal.

In September 2015, UNHCR launched an emergency appeal in response to the rapidly increasing numbers of refugees arriving in

Europe, many of whom are Syrians fleeing the conflict and deciding to move beyond the overstretched capacity in neighbouring host countries. This fundraising appeal targeted private sector donors, including individuals, companies and foundations, with the aim of meeting urgent needs. Within six weeks, USD 30 million was raised thanks to private sector support. This outpouring of support was unprecedented in scale, highlighting the vital role of private contributions when responding to an emergency. ■

Private sector partnerships

UNHCR has established donor relationships with more than 40 key corporate partners, foundations and philanthropists, and will seek to increase and diversify this source of private-donor funding in 2016 and 2017.

CORPORATIONS AND FOUNDATIONS

The corporations and foundations currently providing support to the work of the Office are diverse, but all are committed to assisting and finding creative solutions for refugees, IDPs, returnees and stateless people. UNHCR is building long-term partnerships with these remarkable private entities and individuals, including by seeking to ensure that initiatives are mutually beneficial and that accounts are managed with professionalism and accountability.

Educate A Child

UNHCR has renewed its partnership with Educate A Child (EAC) – a global programme of the Education Above All (EAA) Foundation, founded by Her Highness Sheikha Moza bint Nasser of Qatar. EAC has committed to providing USD 57.9 million over the next three years to enrol and retain more than 714,000 refugee children in school in 12 countries in Africa, Asia and the Middle East. This vital contribution will help UNHCR and its partners

to build on gains made since 2012 in keeping more than 400,000 refugee children in primary school, while seeking to address some of the key barriers faced by out-of-school children in accessing education, including poverty and inadequate education facilities.

UNIQLO

UNIQLO's global three-year agreement with UNHCR includes financial contributions, in-kind contributions of clothing, staff engagement, awareness raising and internships for refugees at UNIQLO shops.

Gates Foundation

The Gates Foundation is providing valuable funding for UNHCR's response to the emergency in Europe, including the provision of essential non-food items and shelter and other infrastructure for the displaced.

IKEA Foundation

UNHCR's partnership with the IKEA Foundation exemplifies the vital contribution that can be made by private donors to the work of the Office. In addition to providing general financial and in-kind contributions, the IKEA Foundation's "Brighter Lives for Refugees" campaign has reached millions of IKEA workers and customers around the world and provided support for multi-year projects to enhance refugee self-reliance.

Vodafone Foundation

The Vodafone Foundation and UNHCR are working to open an additional 17 “Instant Classrooms” in the Democratic Republic of the Congo, Kenya and the United Republic of Tanzania. Instant Classrooms are a digital “school in a box”, containing active teaching aids such as laptops and tablets that can be set up in a matter of minutes, giving children and young adults in refugee camps the opportunity to continue their education. They have been specifically designed to function in areas where electricity and internet connectivity are unreliable and will be deployed in partnership with UNHCR’s innovation and education teams.

In 2016, UNHCR will continue to pursue partnerships with companies and foundations to ensure that financial contributions, employee engagement in fundraising and

in-kind contributions support the organization’s efforts to deliver life-saving assistance, as well as to offer creative solutions that enable refugees to stay resilient and optimistic that normal life will resume some day.

PRIVATE PHILANTHROPY

Individual philanthropists and family foundations provide vital support to UNHCR’s efforts to protect and assist refugees, IDPs and stateless people around the world. The organization has in place a number of private philanthropy initiatives to develop fundraising activities together with high net-worth individuals, family firms, wealth intermediaries and philanthropy advisers. UNHCR is also seeking to ensure that the impact of contributions made by individual philanthropists and family foundations to specific countries and sectors is highlighted.

● *Henley & Partners*

At the end of 2014, Henley & Partners concluded an innovative multi-year partnership agreement with UNHCR. Henley & Partners provide residence and citizenship planning services for high net-worth individuals and families. Through its partnership with UNHCR, Henley & Partners has agreed to provide more than USD 1 million to support the organization's global refugee registration activities.

Further, Henley & Partners is facilitating UNHCR presence and visibility at a number of conferences in Zurich, London and Dubai, including through the organization of a dedicated fundraising event for UNHCR in November 2015 in Dubai. ■

“ We work at the forefront of this sector in a unique position to advocate and facilitate global citizenship. It is only natural for us to acknowledge the plight of millions of uprooted families who flee each day the horror of war and conflict to look for international protection in other countries and to join our forces with UNHCR. ”

—*Christian H. Kälin, Chairman of Henley & Partners*

Individuals

Individual donors provide an important long-term, sustainable and growing income base for UNHCR operations. New and regular monthly individual donors are primarily reached through face-to-face street fundraising.

Digital communication also serves as a channel for the recruitment of and ongoing engagement with individual supporters, and has been particularly effective in fundraising for high-profile emergencies in 2015, notably the Nepal earthquake and the refugee influx into Europe.

In 2016, further emphasis will be placed on building long-term individual donor loyalty, including through use of compelling first-person accounts from refugees, IDPs and stateless people to demonstrate the direct impact of donor contributions on the work of the organization. The global campaign on shelter, for example, will focus on reaching out to new individual donors: a key element of the campaign will be communication with supporters to highlight the concrete contributions that they have been able to make to the lives of people of concern to the Office. ■

Refugee self-reliance in Africa boosted by IKEA Foundation support

This article is an adapted version of a UNHCR news story

9 JULY 2015



UNHCR/P. ABSALON

Malian refugees in Goudoubou camp, Burkina Faso, will benefit from the IKEA Foundation grant.

While security conditions in their regions of origin do not encourage UNHCR to promote the return home of these refugees, and the level of funding continues to decline, it is becoming increasingly important to foster private sector partnerships in the search for innovative solutions to assist people who have been forced to flee their homes due to persecution and conflict.

UNHCR has quickly set about creating a number of key partnerships to support the creation of new processes and use technology to improve the lives of displaced people.

Of utmost importance is the partnership with IKEA, UNHCR's largest private sector partner. The IKEA Foundation has helped UNHCR in finding innovative solutions, providing technical expertise and financial support. An example of such important support is IKEA's most recent donation of EUR 38 million to be used to support self-reliance efforts of both refugees and the local people hosting them who also need support.

This two-year grant aims to make refugees and host communities more resilient in Burkina Faso and Ethiopia by supporting self-reliance initiatives, improving basic services and fostering peaceful co-existence.

"We are grateful to the IKEA Foundation for their unwavering support to people who have been forced to flee their homes," said UN High Commissioner for Refugees António Guterres. "Thanks to the Foundation's continued backing, hundreds of thousands of refugees in Ethiopia, Burkina Faso and other locations will be able to build better lives for themselves and their children."

The partnership with the IKEA Foundation started in 2010 with a modest project to strengthen UNHCR's capacity to implement its operations more effectively. Since then, the IKEA Foundation has become UNHCR's biggest private sector partner in activities to help refugees to become more self-reliant and less dependent on humanitarian aid. ○

GENEVA, JULY 2015 |

Last month, Ethiopia was home to over 700,000 refugees, reinforcing its position as the largest refugee-hosting country in Africa and the fifth largest worldwide. At the same time, a dire situation prevails in the Sahel region of Burkina Faso, which currently hosts the vast majority – 94 per cent – of the 33,692 Malian refugees who have fled violence in their country.