



These young Afghan refugees in Pakistan have something to smile about thanks to the Educate a Child initiative which has provided them with school supplies, uniforms and learning opportunities.

Drawing Support from the Private Sector

UNHCR partnerships with the private sector and with celebrities have made a difference in restoring hope, safety and a sense of dignity to millions of refugees and other displaced people around the world. Corporate partners, foundations, national associations and other private-sector donors contributed some USD 130.1 million to support UNHCR's work in 2012 (see also chapter on *Funding UNHCR's Programmes*). High profile personalities and celebrities across the world brought welcome visibility to the refugee cause in many unique and remarkable ways. ●●●

CORPORATE PARTNERS

UNHCR received support valued at some USD 30 million from corporations in 2012, approximately 19 per cent of it in-kind. But the benefits were not only financial; UNHCR also gained valuable support from its access to these corporations' consumers, employees, technical skills and products.

- Already the biggest private-sector donor to UNHCR, in 2012 the **IKEA Foundation** increased its funding commitment to a total of USD 95 million for a period of three years. Thanks to this support, achievements in 2012 included the completion of some 5,600 new transitional shelters in Ethiopia, the establishment of small businesses in Sudan and the provision of quality primary education to nearly 7,000 refugee children in Bangladesh. The Foundation also provided in-kind support to Syrian refugees in Jordan.
- Generous gifts from the **Dutch and Swedish Postcode Lotteries**, two important sources of unearmarked funding for UNHCR, have proved vital in coping with unforeseen emergencies and forgotten crises. In addition to its regular contribution, in 2012 the Dutch Postcode Lottery granted UNHCR an extra USD 2.4 million to implement an education programme in the Dadaab refugee camp in Kenya.
- For the second consecutive year, the Japanese clothing retailer **UNIQLO** entered into a global partnership with UNHCR and collected clothes valued at USD 1.7 million dollars to aid displaced populations in five countries. Some of the clothing was airlifted to Syrian refugees in Jordan. UNIQLO also helped publicize UNHCR's work in Bangladesh through communication channels, such as Facebook and the company newsletter. A special line of clothing was co-branded with UNHCR logos and cash donation boxes were placed in every UNIQLO shop in Japan.
- A leading corporate partner since 2011, **UPS** continued to provide in-kind donations to aid UNHCR's emergency

response efforts, capacity-building projects and logistics. This support was especially welcome during the 2012 Mali and South Sudan emergencies (see box).

- The **International Olympic Committee** teamed up with UNHCR in 2012, an Olympic year, on a *Giving is Winning* campaign, donating sports kits and clothing to refugees in more than 10 operations worldwide.
- For the third consecutive year, the **LEGO Foundation** donated educational toys which were sent to 12 operations in 2012, bringing joy and hope to more than 100,000 children in Africa, Europe and Asia.
- UNHCR continued to work with a broad range of partners that offer expertise in areas such as supply chain management, information technology and the media. In 2012, these partners included **Hewlett-Packard**, **Microsoft** and **Young & Rubicam Italy**. UNHCR also raised support through participation in the **Clinton Global Initiative**, the **UN Global Compact** and the **World Economic Forum**.

FOUNDATION PARTNERS

In 2012, UNHCR's total income from foundations amounted to USD 13.9 million. The organization continues to develop new relationships with foundations worldwide, especially in Europe, the United States and the Gulf States.

- **Islamic Relief USA** generously supported the provision of emergency shelter and core relief items for IDPs and host communities in Rakhine State, Myanmar. This helped more than 100,000 people who fled communal violence.
- The **Care and Aid Foundation, Switzerland** generously supported UNHCR in 2012 with an unearmarked contribution of USD 2 million.
- The **United Nations Foundation** and the **United Nations Fund for Partnerships** together pledged some USD 1.8 million to UNHCR in 2012. Of this, USD 1.4 million was channelled through the *Nothing but Nets* campaign for malaria prevention in Ethiopia, Kenya and South Sudan,

● IKEA Foundation

Already UNHCR's biggest private sector partner, the IKEA Foundation increased its funding commitment in 2012 to total USD 95 million, over a three-year period. This partnership provides long-term solutions for families and children in refugee camps and surrounding communities in Ethiopia, Sudan and Bangladesh. In addition, in 2012 the Foundation provided in-kind donations to Jordan, where Syrian refugee children received IKEA-donated Sunnan solar lamps as part of their relief package.



Throughout 2012 the IKEA Foundation continued to support UNHCR's efforts to identify best practices and innovative solutions. Examples of this include:

- In Kobe and Hilaweyn refugee camps in Dollo Ado, Ethiopia, the building of transitional shelters in combination with better camp layout and design has improved shelter solutions, and represents a shift from emergency tents to more durable, safe and dignified housing. Furthermore, funding has enabled the building of schools and health centres. A livelihood programme for recently arrived refugees has been piloted in Dollo Ado with the support of the Foundation, and has the potential to prevent dependence on aid at the earliest stage.
- A ground-breaking new transitional shelter prototype will be piloted in 2013. With no environmental effects from construction, a modular approach, a flat-pack transport design, and the possibility of moving the shelter, this is a development that may have significant implications for UNHCR's shelter approaches once testing has been completed, and further revisions made.
- In Bangladesh and Sudan, support for livelihood programmes placed an emphasis on literacy, vocational training and enhancing opportunities for refugees to support themselves instead of relying solely on humanitarian aid. The partnership also continued to fund education in Ethiopia, Sudan and Bangladesh, with a focus on improving access to quality teaching and reducing the pupil-teacher ratio.

The unique "knowledge donation" that UNHCR receives through its partnership with IKEA gives it access to expertise in areas such as quality assurance, logistics and procurement. In 2012, "knowledge-share workshops" included a session in support of the development of a new Quality Management System.

As the main corporate sponsor of the Nansen Refugee Award programme, IKEA sent some of its employees to attend the 2012 ceremony as part of the Foundation's "I-Witness" programme of staff engagement.

"The IKEA Foundation's vision is a world where children living in poverty have the opportunity to create a better future for themselves and their families. Throughout 2012 our partnership has made this a reality and continues to bring real, long term and lasting change to refugee children through a combination of solid and established programmes and innovative and collaborative solutions . . . We look forward to continuing this important partnership in the future, ensuring new solutions are continuously developed to enhance the quality and efficiency of what we are doing together to help refugee families cope with a very challenging life situation," said Per Heggenes, Chief Executive Officer of the IKEA Foundation. □

while over USD 370,000 was used to support protection projects for women and girls in Ethiopia through the *Girl Up* campaign. In addition, the Foundation provided an in-kind contribution of mosquito nets worth USD 270,000.

- UNHCR and **One Billion Strong**, a global initiative to strengthen disability rights, signed an agreement in 2012 which provided UNHCR with USD 50,000 for projects in support of refugees with disabilities in Uganda.

- Other large grants were provided by the **Novartis Foundation** in Switzerland (in-kind), the **Said Foundation** in the United Kingdom, **Fondazione Prosolidar** in Italy and the **World Assembly of Muslim Youth** in Saudi Arabia.

MAJOR INDIVIDUAL DONORS

Invaluable support was provided to UNHCR operations by individual philanthropic initiatives in 2012.

UNHCR signed a multi-year strategic partnership agreement with the

Educate a Child Programme, part of the Education Above All Foundation which is chaired by Her Highness Sheikha Mozah bint Nasser (Qatar). USD 6.24 million has been allocated for the first year of the joint programme, which is focusing on enrolment of out-of-school children and access to primary education for 176,000 refugee children and youth in 12 countries.

Her Highness Sheikha Jawaher bint Mohammad Al Qasimi, wife of the Ruler of Sharjah and Chairperson of the Supreme Council for Family

UPS has been a leading corporate partner of UNHCR since 2011. It has agreed to a multi-year global partnership with UNHCR that makes the refugee agency one of its top-tier grantees.

An initial contact in 2009 at the World Economic Forum in Davos led to a fact-finding mission to refugee camps in Uganda and Kenya, and the identification of several areas for collaboration: emergency support and transportation, storage facility capacity, and goods and supply tracking.

UPS's cash and in-kind donations toward emergency response, capacity-building projects and delivery

of aid supplies during emergencies were instrumental during the 2011 Libyan crisis, as well as the 2012 Mali and South Sudan emergencies. Some 13 tonnes of UNHCR aid items were transported to Mauritania to assist 10,000 Malians in Mbera refugee camp, and six air charters operating from Juba to Palouge in South Sudan were funded, allowing UNHCR to benefit from an emergency grant for additional transportation needs. UPS's contribution reached an estimated 98,000 beneficiaries in more than three camps in South Sudan.

In 2012, UPS also supported a UNHCR study which will result in shorter response time and less global inventory, helping to optimize the location of the organization's

global warehouses. As a result, it will be possible to deliver material assistance to over half a million beneficiaries more quickly and more cost-effectively than before. Another innovative collaboration is the UNHCR-UPS tracking solution, which allows for improvements in aid distribution by capturing data and recording the supplies distributed to refugees. The development of barcode software customized for UNHCR will be followed by physical testing and piloting of the project in the field.

UPS also supported and made possible UNHCR's travelling photo exhibition, "Nowhere People: The World's Stateless," by award-winning American photographer Greg Constantine. This exhibition, a key

component of UNHCR's global campaign to end statelessness, has toured three continents since December 2010 and been shown at many prestigious venues. The displays have been strategically timed to coincide with the passing of relevant legislation and the release of national reports or key meetings with governments. The exhibition has been seen by some 50,000 people.

"Through our logistics expertise, in-kind services and philanthropy, UPS is helping support UNHCR's critical emergency response efforts," said Eduardo Martinez, President of the UPS Foundation. □

Affairs (United Arab Emirates) donated USD 1 million to UNHCR, which was channelled towards emergency health assistance for displaced Somalis.

NATIONAL ASSOCIATIONS

In 2012, **Australia for UNHCR (A4U)** raised more than USD 14 million for UNHCR, making it the third-largest private-sector donor to UNHCR and 20th-largest donor overall.

A4U had more than 63,000 donors who regularly supported UNHCR in 2012. The organization managed a range of integrated fund-raising activities, a key component of its strategy being the Face-to-Face fundraising programme.

Through this programme, small teams (about half of them comprising former refugees) interact with potential donors to support the work of UNHCR. This programme grew significantly in 2012, with fundraising teams now based in a number of major Australian cities.

A4U partnered with national broadcasters in Australia to implement new integrated fundraising and communications initiatives, such as leveraging TV and radio programming to obtain donor support.

A4U continued its public awareness engagement through public presentations, events such as its annual Mother's Day Lunch and World Refugee Day Breakfast, photo exhibitions and media programmes showcasing UNHCR's work.

España con ACNUR (ECA) continues to expand its donor base and income with every passing year, in spite of the difficult economic situation in Spain. Contributions from Spain's private sector for the refugee cause increased by 30 per cent in 2012. ECA raised more than USD

22 million, including some USD 1.3 million from new partners. Vigorous efforts have been made to increase contributions from corporate partners, foundations and other key donors, encouraging them to get more involved in multi-year projects.

Top private-sector donors to España con ACNUR	USD
Intervida	662,252
Banco Bilbao Vizcaya Argentaria, SA	117,287
Fundación "la Caixa"	66,811
Sociedad Española De Radiodifusion, S.L. Cadena Ser	60,983

Contributions to UNHCR from corporate donors in Japan increased by 39 per

cent in 2012. **Japan for UNHCR** raised over USD 12 million for UNHCR in 2012.

Top private-sector donors to Japan for UNHCR	USD
Fast Retailing Co. Ltd (UNIQLO)	391,279
Fuji Optical Co. Ltd.	100,000
Shinnyo-en Buddhist Order (Foundation)	95,000

The United States Association for UNHCR (USA for UNHCR) is dedicated to raising funds from American corporations, foundations and individual philanthropists to support UNHCR's work. In 2012, the Association mobilized some USD 4.4 million for UNHCR programmes

from the public and private institutions. It reached individuals through direct marketing, face-to-face fundraising and online outreach, while at the same time building its capacity to engage with corporations, foundations and influential philanthropists in the United States.

Top private-sector donors to USA for UNHCR	USD
Islamic Relief USA	1,000,000
Silicon Valley Community Foundation: Pierre and Pamela Omidyar Fund	500,000
UPS	300,000
Jolie-Pitt Foundation	118,000
Khaled Hosseini Foundation	70,269

In 2012, **UNO-Flüchtlingshilfe** took big strides in its growth as a fundraising partner for UNHCR in Germany. It increased the number of individual donors significantly, which contributed to

an income of more than USD 4.8 million for UNHCR. New activities initiated in 2012 are expected to further enhance fundraising and communication opportunities in the future.

CELEBRITY SUPPORTERS

In 2012, renewed efforts to engage with celebrities interested in collaborating with UNHCR resulted in increased support for World Refugee Day, a visible rise in visitor traffic to UNHCR's website pages, associated social media activity by goodwill ambassadors (GWAs) and celebrity supporters, and a clear spike in private donations attributable to celebrity-garnered visibility.

A quarter of a century of service

A highlight of UNHCR's GWA Programme in 2012 was the marking of Barbara Hendricks' 25th year of advocacy as a goodwill ambassador for the organization, enabling the High Commissioner and staff to celebrate her passionate concern for human rights over the span of a quarter of a century. In 2012, she devoted time and energy to UNHCR, travelling to Burkina Faso to put a spotlight on the Mali crisis, writing opinion pieces, providing a voice-over for an independent film produced by AlJazeera on refugee women in on refugee women in Eastern Europe, and promoting UNHCR and the refugee cause in innumerable international, national and local media interviews.

The Nansen Refugee Award

Barbara Hendricks also participated in the 2012 Nansen Refugee Award ceremony in Geneva (see *The Nansen Refugee Award special feature*). A number of supporters, including Stephen Fry, Alek Wek, Yao Chen, Annie Lennox, Iman and Bastian Baker used their social media channels to honour the winner.

The marking of World Refugee Day

Thanks to its network of GWAs and celebrity supporters, UNHCR continued to mark WRD with advocacy messages across the globe that transcended linguistic and cultural barriers. For example, 13 public service announcements were recorded and distributed via various media platforms by Angelina Jolie,

Barbara Hendricks, Juanes, Osvaldo Laport, Julien Clerc, Yao Chen, Kris Aquino, Khaled Hosseini, Fiorella Mannoia, Elana Anaya, Sortiris Danezis, Aidos Sagat and Jesús Vázquez.

Goodwill ambassadors and other celebrity supporters participated in a number of World Refugee Day events, including at many national venues.

Reaching new audiences through social media

Social media remains an extremely important medium of communication for UNHCR. Platforms such as Twitter, Facebook and Weibo allow the organization to communicate its messages to a mass audience. In 2012, one of UNHCR's most active users of social media, celebrity supporter Yao Chen, known as the Weibo Queen in China, had more than 27 million followers on Sina Weibo. She used this popularity throughout the year to highlight UNHCR's work, sparking local donations to UNHCR.

Also very active in social media venues, Jesús Vázquez, a well-known Spanish TV presenter, has a considerable audience on YouTube, Facebook and Twitter. Similarly, in Latin America, musician Osvaldo Laport boasts a particularly strong social media following, which he uses to share videos of his missions and personal impressions to raise awareness of refugee situations. Spanish actress Elena Anaya supported UNHCR's "Dilemmas" campaign, viewed on both international and national channels.

Advocacy

High-profile supporters can play an important role as advocates for refugees and displaced people.

In April 2012, after a decade of distinguished service as a goodwill ambassador, Angelina Jolie agreed to take on a new, expanded role as Special Envoy of the High Commissioner. In this capacity, she has carried out high-level advocacy missions and raised public awareness for UNHCR's work in several complex emergency situations. In April

she travelled to Ecuador to highlight the situation of Colombian refugees. Her main focus throughout the year, however, was on the Syria situation. In September, she accompanied the High Commissioner to Jordan, Lebanon and Turkey, and continued on her own to visit Iraq. In December she carried out a follow-up visit to Jordan.

UNHCR appealed to a number of celebrities to help highlight the plight of Syrian refugees. Stephen Fry, Annie Lennox, Henning Mankell, Livia Firth and Juanes all agreed to engage in the campaign by spreading the message on their social media channels. Their combined support helped UNHCR reach a potential audience of more than 5 million people. A newspaper article on the situation in Mali by Barbara Hendricks resulted in UNHCR receiving fresh donations to help it address this crisis.

The Khaled Hosseini Foundation supported UNHCR projects that provide refugee families with shelter, economic and educational opportunities, and health care for women and children. Khaled Hosseini received the Outstanding American by Choice Award for 2012 from the American Citizenship and Immigration services for his work with UNHCR and his Foundation.

Osvaldo Laport used his popularity in 2012 for high-level advocacy, in particular to focus on the resettlement programme in Uruguay during a meeting with Uruguayan President José Mujica.

Giving a voice to the displaced

Celebrity visits to field locations to lend visibility to the plight of refugees and IDPs included those of Barbara Hendricks highlighting the flight of refugees from Mali into Burkina Faso. Yao Chen visited refugee sites in Ethiopia, and continues to use this experience to speak authoritatively on UNHCR's role, mission and work with refugees and IDPs.

Coinciding with the first anniversary of the country's independence, UNHCR celebrity supporter Alek Wek visited her native South Sudan and met with new government officials (see *News and Views* article). This event was extensively publicized on social media outlets and has assisted UNHCR in opening political and fundraising doors.

New supporters rallying to the refugee cause

In late 2012, Lady Antebellum, a globally popular country music band in the United States, launched LadyAid, making UNHCR one of its five primary beneficiaries. The goal is to raise income and awareness for children in need, including refugees. The world renowned pop group Maroon 5 added their voice by using their social media channels to promote the World Refugee Day "Dilemmas" campaign and alert their fans to support the Syria crisis.

A visit by Elena Anaya and Fernando León, a prominent Spanish film director, to Ethiopian refugee camps was covered extensively by Spanish-language media on UNHCR's Spanish website, www.acnur.es. Ms. Anaya also agreed to support España con ACNUR's 2012 Christmas campaign: Sahel/Water.

Paola Dominguin assisted in raising UNHCR's visibility in the Spanish-speaking world by recording a video message for the UNHCR campaign, *Put Yourself in a Refugee's Shoes*, donating personal items for the campaign contest. Greek journalist Sotiris Danezis promoted World Refugee Day messages and the "Dilemmas" campaign through his Facebook and Twitter accounts.

As the world's eyes focused on London for the 2012 Olympic Games, athletes Lopez Lomong, Guor Marial and Luol Deng – all former refugees – showed their support for *Giving is Winning*, the partnership between the International Olympic Committee and UNHCR which delivers sports kits to refugee camps. ■



UNHCR



SOUTH SUDANESE SUPERMODEL ALEK WEK'S JOURNEY HOME

UNHCR JUBA

JUBA, SOUTH SUDAN, JULY 2012 |

Supermodel and former refugee Alek Wek recently returned to her native South Sudan to mark the fledgling nation's first anniversary, meet refugees and visit UNHCR programmes aimed at helping some of the hundreds of thousands of returnees rebuild their lives.

During her week-long trip, the Dinka model, who fled to the United Kingdom as a teenager in 1991, attended the official ceremony on July 9 in Juba to mark independence from Sudan. Her visit also came as tens of thousands of Sudanese were in flight from Sudan to South Sudan to escape fighting in border states and reach remote refugee camps.

Wek visited one such camp, Yusuf Batil in Maban county, where UNHCR and partners have been struggling to provide sufficient assistance to more than 34,000 refugees in tough conditions, including torrential rains. The model met a group of refugees who had been relocated from a camp near the border, and said they were relieved to have been moved to a safer area.

While concerned about the fresh problems facing South Sudan, Wek said she was moved by the resilience and determination of so many of the people she met. "At the way station in

Juba, some returnees have been waiting for land to be allocated for a year, but still there is so much hope and pride that they have their country back," she stressed.

Wek said she was determined to support UNHCR programmes for returnees in areas such as education, health and agriculture. In a village near her hometown of Wau, which she had fled as a 10-year-old, Wek saw for herself how humanitarian interventions can help. The refugee agency has funded the construction of a community centre, police station and health clinic in Alek Chok village and provides the 500 families living there with seeds and tools to grow their own crops.

"Over and over again I heard people talking about the need for education," said Wek while visiting Wau. She was greeted by singing and dancing children and watched a play performed by others who had returned to the south from the Sudan capital, Khartoum. One woman in Alek Chok told Wek that her children had to walk for two or three hours to get to a secondary school. "Girls particularly need access to education in South Sudan," Wek said, adding that she hoped to find ways to help UNHCR continue to support education initiatives in her hometown.

It's a big issue for UNHCR, which, since 2005, has funded the construction

of a number of community-based primary schools in areas of high return. The agency has also funded the construction of teacher training institutes in the South Sudan capital, Juba, and in the north-western town of Aweil, in Northern Bahr el Ghazal.

People with a decent education will be vital in rebuilding the country, which was left devastated and short of professionals after almost two decades of war.

"I have always felt it important to support the efforts of organizations who help refugees rebuild their lives. As a refugee from South Sudan, I understand what it is like to be forced from your home. It's painful, scary and can separate you from your loved ones," Wek wrote during her visit.

The South Sudanese supermodel concluded her journey home as the keynote speaker at the TEDx conference from South Sudan. She reflected upon her journey and reiterated her commitment to helping rebuild her country with a specific emphasis on youth.

Wek was discovered in a London park by a modelling scout. She went on to become one of the first African models to appear on the catwalk in the world's major fashion centres. She now lives in the United States. ■