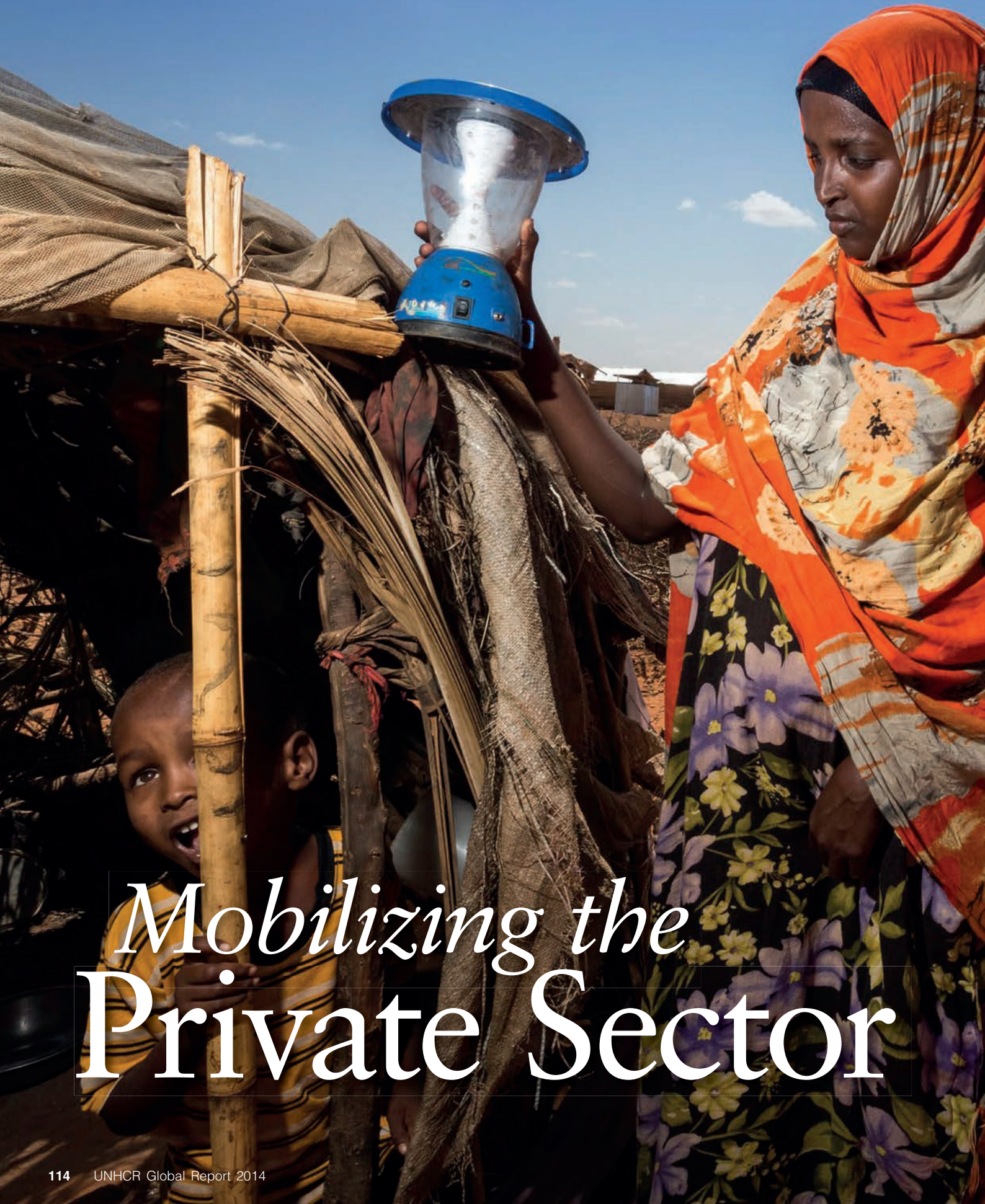


This refugee from Somalia is glad to have a solar lamp for her family shelter in Dollo Ado, Ethiopia.



Mobilizing the Private Sector



P rivate donations for UNHCR grew again in 2014. More than USD 208 million were raised for UNHCR's operations and programmes worldwide, breaking the USD 200 million barrier for the first time ever.

This was achieved thanks to the generosity of private individuals, corporations, foundations and philanthropists, as well as the efforts of national fundraising partners. By year end, the total number of individual donors and supporters had reached close to 1 million.

New and ongoing crises have led to an exponential increase in refugee protection needs. With UNHCR recording the largest number of people forcibly displaced in its history, private sector contributions were particularly crucial for the Office's response capacity. ●●●

Individual giving

Building a broad support base among the general public

UNHCR's *Global Strategy for Private Sector Fundraising* seeks to inspire and engage with individual donors. Throughout the year, private sector fundraising focused on increasing unrestricted income from the general public.

In 2014, over 285,000 new donors were recruited, primarily as monthly regular contributors. The number of individuals supporting UNHCR increased to over 960,000, contributing USD 137 million. Face-to-face fundraising still accounts for the largest share of contributions. The 2014-2018 global strategy involves diversifying the fundraising base through digital communications (e.g. search, display, social media,

websites, SMS, mobile and direct response TV) to sustain long-term support.

While acquiring new supporters remains crucial for continued growth, donor loyalty lies at the heart of all fundraising communications activities. UNHCR continued to work on retaining donors and further developed the regular-giving initiative *Seven Steps to Survival*, which follows the journey of a newly arrived refugee family in Zaatari camp, in Jordan. Over the coming year, the initiative will be tested in two key markets and shared with supporters who were attracted through international digital channels.

Digital fundraising

Central to the 2014-2018 global private sector fundraising strategy is a “digital first” approach. Digital tools and techniques will be used to increase supporter engagement and retention. In 2014, UNHCR's country offices engaged with private sector fundraising hubs and national fundraising partners, embracing the “digital first” approach and setting the foundation for future growth.

With international digital team support, country offices and national fundraising partners improved their digital infrastructure – including through website and social media presence, online donation systems

and email marketing platforms – to ensure a seamless user journey and raise awareness of and income from new and existing supporters.

Offices and partners also increased investments in digital advertising and tested new digital engagement techniques (e.g. online video advertisements, lead-generation advertising and social media re-targeting) to recruit more new supporters for the refugee cause. In 2014, the Office also strengthened supporter communications and customer service through social media and email marketing.

Emergency fundraising

Individuals, foundations and corporations responded to UNHCR's emergency appeals with USD 67 million in contributions, representing 32 per cent of the funds raised through private donors. These contributions supported primarily the emergencies in the Central African Republic (CAR), Iraq, South Sudan and the Syrian Arab Republic (Syria).

In 2014, individuals throughout the world generously donated USD 23.3 million to UNHCR's Syrian refugee response. Their interest in the Office's emergency work also helped generate more than USD 100 million of unrestricted income that is so important to enable under-funded and little-known UNHCR operations to function.

National fundraising partners

UNHCR's six national fundraising partners – Australia for UNHCR, *España con ACNUR*, Japan for UNHCR, *Sverige för UNHCR* (Sweden), *UNO-Flüchtlingshilfe* (Germany) and USA for UNHCR – led efforts to mobilize resources for UNHCR in their respective countries, contributing significant funding to the Office's operations in 2014. With around USD 119 million raised for UNHCR, all partners have seen a growth in income since 2013. Businesses, corporations and philanthropists, as well as individuals, further committed to becoming regular donors.

Australia for UNHCR saw a 600 per cent growth in social media followers in 2014, prompting the development of a new mobile site to improve the online experience on handheld devices. Fundraising activities focused on emergencies in the CAR, South Sudan and Syria. A three-year campaign was launched in partnership with UNHCR to support programmes combating sexual and gender-based violence in the Democratic Republic of the Congo, which raised more than USD 770,000. In 2014, Australia for UNHCR raised a total amount of USD 20 million, with more than 72,000 regular donors.

It also was a remarkable year for the **Japan Association for**

UNHCR which raised 13 per cent more than in 2013 – that is, over USD 18 million. Fundraising activities mainly focused on the crises in the CAR, Iraq and Syria. Face-to-face campaigns were conducted in five regions of Japan, and 44 per cent of the total income was generated through regular-giving donations. Major corporate donors, such as Canon, Linklaters, Sony and Toyota, sponsored the 9th Refugee Film Festival in Tokyo, Sapporo and Nishinomiya, attracting around 5,000 cinema enthusiasts.

More than USD 15 million was raised by **USA for UNHCR**, 20 per cent more than in 2013. The UPS Foundation remained the top corporate donor, giving USD 775,000 for UNHCR's work in emergency settings. Islamic Relief USA continued to support UNHCR's operations in Bangladesh and Myanmar.

The Khaled Hosseini Foundation Fund through the Silicon Valley Community Foundation received close to USD 140,000 in donations for the construction of permanent shelters for returnees in Afghanistan. USA for UNHCR also focused on its digital presence in 2014, with a complete redesign of its website, strategically built to increase digital presence and website traffic rates, which have increased by 7 per cent.

In Germany, the national fundraising partner **UNO-Flüchtlingshilfe** raised USD 17 million, 54 per cent more than in 2013. It also reached a significant milestone of 100,000 donors, nearly half of whom joined in 2014. Fundraising efforts for the Iraq and Syria emergencies were very successful, yielding a combined total of over USD 6.5 million.

In its first full year, the Swedish national fundraising partner **Sverige för UNHCR** made its mark, raising

more than USD 9.4 million for emergency situations as well as for access to education for refugee children. *Sverige för UNHCR* also increased the number of Swedish monthly donors to 27,000 and, together with philanthropist Peder Wallenberg and Princess Christina of Sweden, played a leading role in UNHCR's Time to Act campaign. The campaign helped raise USD 865,000 in Sweden, USD 600,000 of which was donated by Peder Wallenberg's Foundation *Carpe Vitam*.

● *España con ACNUR* in Cameroon



© ECA/ABEL BLANCO

España con ACNUR regional coordinators visiting a school run by Plan International for both local and refugee children in Gado, Cameroon.

In September 2014, a delegation from UNHCR's national fundraising partner *España con ACNUR* undertook a field mission to the Office's operations in Cameroon. Five face-to-face fundraising coordinators visited two refugee sites: Timangolo and Mandjou. Cameroon is currently hosting large numbers of refugees from the CAR. Owing to the ongoing conflict in Nigeria, Nigerians have also sought asylum in Cameroon since May 2013. The coordinators welcomed the opportunity to witness first-hand UNHCR's work and returned to Spain with a renewed sense of commitment towards raising awareness and funding for the refugee cause. ■

“

To see how enlisting the support of regular donors improves the lives of the refugees was extremely rewarding for me. Now, I feel the need to sign up even more donors. At the same time, I must say that I have learned a lot from the refugees themselves, from how they persevere in life and how they can share so much despite having so little. The truth is that the people are fantastic, and we have learned so much from them.

”

– Abel Blanco Martínez,
Regional Face-to-Face Fundraising Coordinator

In Spain, ***España con ACNUR*** raised more than USD 40 million. As in previous years, the majority of the funds came from regular monthly donations. In 2014, nearly 107,000 people signed up to support UNHCR in this way. A campaign about food and nutrition for refugees was launched with the support of famous Spanish chef Pepe Rodríguez Rey, raising more than USD 1.7 million. *España con ACNUR* also continued to raise funds for schools and education with the educational institution Gredos

San Diego, which has donated more than USD 110,000 over the past few years. In December, a partnership with the football club *Atlético Madrid* was launched, with the aim of raising more than USD 1.1 million through its supporters in the next three years.

Contributions from national fundraising partners continued to increase steadily. In 2014, the total amount raised by these partners represented 51 per cent of the overall funds raised by the private sector for UNHCR.

● *UNHCR's Private Sector Fundraising Service (PSFR) moves to Copenhagen*

Following the Government of Denmark's generous offer to host some UNHCR services at its state-of-the-art UN City complex in Copenhagen, PSFR completed its move from London to Copenhagen in 2014. This move, which coincided with the launch of UNHCR's *Global Strategy for Private Sector Fundraising*, marks an important milestone. The relocation is an integral part of the new Strategy, as it will allow UNHCR to reduce fixed costs and bring together staff from various global private sector fundraising operations. Ambitious growth targets have been set for the years to come. ■

Leadership giving

In 2014, UNHCR continued to engage with corporations, foundations and philanthropists. Partnerships have provided UNHCR with substantial added value. From financial support to research and innovation, multi-year global partnerships and campaigns have raised more than USD 71.2 million in 2014, USD 12.1 million of which were in-kind donations.

CORPORATE PARTNERSHIPS

The **IKEA Foundation** remains UNHCR's largest private-sector partner, contributing USD 29 million to support its work across a range of regions and sectors in 2014. With the IKEA Foundation's support, a marketing campaign called Brighter Lives for Refugees was rolled out. Through the All-Product Recycling Initiative, clothing retailer **UNIQLO (Fast Retailing Group)** has donated 10 million items of clothing since 2006 and contributed a combined total of USD 5.8 million in cash donations in 2014.

In 2014, **Henley & Partners**, an international private residence planning and government advisory firm, pledged to donate a minimum of USD 1 million over a four-year period to the Office's global refugee registration activities. The football club **A.C. Milan** contributed USD 584,000 to renovate a sports centre in the Lebanon city of Tripoli under a UNHCR project Sports for Peace Enhancement, aimed at helping young Syrian refugees overcome trauma and make friends with Lebanese children. The **Prosolidar-Onlus Foundation** also signed a two-year agreement with UNHCR and donated USD 320,000 in 2014. USD 200,000 of this amount went to the project Refugee and Internally Displaced Women and Girls in Mali, and USD 20,000 and USD 100,000 also went towards emergency operations in Iraq and education projects in Pakistan respectively.

• Brighter lives for refugees



PHOTO COURTESY OF IKEA BANGNA (THAILAND)
© INTER IKEA SYSTEMS B.V. 2014

UNHCR staff and IKEA co-workers in Thailand marking the launch of the Brighter Lives for Refugees campaign.

In 2014, IKEA stores worldwide launched the Brighter Lives for Refugees campaign, UNHCR's first global cause campaign. For each LED bulb sold in one of 300 participating stores across 40 countries, 1 Euro was donated for energy and education projects in refugee camps in Bangladesh, Chad, Ethiopia and Jordan. The campaign raised EUR 7.7 million from February through March.

UNHCR also worked with IKEA to raise awareness about the cause among IKEA customers and staff worldwide. Brighter Lives for Refugees was showcased in IKEA stores with promotional and marketing material, featured in the IKEA catalogue and widely publicized across traditional and social media, including with the hashtag *#BrighterLives4Refugees* on Twitter.

These communication efforts sought to increase public awareness of unprecedented levels of displacement in the past year and broaden knowledge of challenges refugees face in camps daily. Millions of IKEA customers in at least 40 countries were acquainted with UNHCR's work, generating more than 5,000 new donors for the refugee cause. ■

Swedish fashion retailer **Lindex** ran a "round-up" campaign (where customers were asked to "round up" their spending to the nearest 10 or 100, with the difference going to charity) in support of Syrian refugees. Lindex ran the campaign in stores in Sweden, raising USD 167,000 in just 24 days. **Stiftung RTL - Wir helfen Kindern e.V.**, the corporate foundation of Germany's largest media group, donated USD 132, 898 for Syrian refugee families in Zaatari camp in Jordan. **Hilfswerk der Deutschen**

Lions (Lions Foundation Germany) contributed USD 66,500 towards meeting basic needs, such as shelter, in Iraq. Retailer **McArthurGlen** launched a partnership with UNHCR, donated USD 43,000 and supported a joint fundraising and communication campaign for the Iraq emergency in five of its retail outlets in Italy. The **Benetton Group** provided creative support through their communication research center **Fabrica** for UNHCR's campaign to end statelessness in 10 years, which was launched in November 2014.

● *IWitness Global Citizens Programme*

Crucial to the Brighter Lives for Refugees campaign's success has been IKEA staff's hard work and enthusiasm. In particular, through the IKEA Foundation's IWitness Global Citizens Programme, IKEA staff from France, Italy, Norway and Sweden visited projects funded by the campaign in Bangladesh and Jordan and attended the 2014 Nansen Refugee Award ceremony in Geneva. They in turn blogged about their experiences and raised awareness among IKEA's 164,000 staff, inviting them to engage in the campaign. ■



UNHCR / J. NHAN

IKEA co-workers from Norway during their IWitness visit to Azraq refugee camp, Jordan.

“ I used to think that refugees don't have much to live for. After visiting Zaatari and Azraq camps and meeting the proud people of Syria, I know better. The visit made me understand the importance of the IKEA Foundation's work with UNHCR. I will always keep them in my heart.

– Sigbjørn Brun, IKEA Norway

Following the IWitness mission to Jordan in November 2014, Sigbjørn Brun became an agent of change in Norway, offering his help to refugees resettled in his hometown.



Child wearing UNIQLO-distributed clothing in Zaatari refugee camp, Jordan.

FOUNDATIONS AND GRANT-GIVING ORGANIZATIONS

Through a combination of donations from foundations, national associations and miscellaneous donors, UNHCR received several matching grant contributions for the Educate A Child programme in 12 countries. In 2014, the **Dutch Postcode Lottery** contributed more than USD 3 million, while the **Swedish Postcode Lottery** gave approximately USD 1.2 million unrestricted funding, which went to UNHCR's Syria emergency

operations, as well as USD 1 million for the Back to School project for Syrian refugee children receiving primary education in Lebanon.

The **United Nations Foundation** contributed more than USD 730,000 in 2014. The Girl Up campaign donated USD 250,000 to refugee girls' protection and education projects in Ethiopia, and the Nothing But Nets campaign made an emergency contribution of USD 480,000 to provide 60,000 mosquito nets to Central African refugees in Cameroon.

The Netherlands-based **Stichting af Jochnick Foundation** not only contributed USD 500,000 to the Educate A Child programme in 2014 but also made an emergency contribution of USD 250,000 to UNHCR's education programmes in Lebanon. The **Saïd Foundation** agreed to provide USD 1.8 million over four years to fund scholarships through the Albert Einstein German Academic Refugee Initiative (DAFI) programme – the only global higher education programme for refugees – thanks to which 100 Syrian refugee students have been given the chance to complete four years of university study in Jordan and Lebanon (see *News and Views* story).

Following the signing of an agreement between the United Nations and the **International Olympic Committee** (IOC) in 2014, the Committee's Honorary President Jacques Rogge was appointed Special Envoy of the UN Secretary-General for Youth Refugees and Sport. The Special Envoy visited Syrian refugees living in UNHCR's Azraq camp in Jordan and announced that the IOC would donate USD 200,000 to build a sports field and organize formal sporting activities.

PRIVATE PHILANTHROPY

In 2014, UNHCR launched the **Time to Act** campaign, a global fundraising appeal targeting leading philanthropists and influential private individuals. The aim of the campaign is to gain international support for Syrian refugee children affected by ongoing conflict and provide them with access to education. Not only does the appeal assist Syrian children to return to school, it also seeks to maximize the impact of classroom education and mitigate the psychosocial effects of the Syrian crisis. The Time to Act appeal raised more than USD 2.5 million, bringing critical aid to and hope for over 590,000 Syrian refugee children in 2014.

Under the leadership of Her Royal Highness Princess Caroline of Hanover, the Monegasque foundation **AMADE Mondiale** supports child rights and wellbeing. In August 2014, the foundation signed a three-year partnership to help fund UNHCR's childhood protection activities. By year-end, **AMADE Mondiale** had pledged to donate USD 318,000 to the refugee cause. Beyond contributing its own funds, the Monaco-based foundation also hosts fundraising events in Europe and supports Time to Act to help protect Syrian refugee children. The partnership was launched in November at a gala event held at the prestigious Rijksmuseum in Amsterdam.

UNHCR is grateful to all of its committed supporters whose grants and in-kind contributions have assisted the Office with its operations and programmes for the forcibly displaced. These supporters include the Lego Foundation, the Hamdi Foundation, the UPS Foundation, the Carpe Vitam Foundation, Husqvarna AB, Fuji Optical Company Limited, Norwegian Church Aid, the Vodafone Foundation, as well as UNHCR's Eminent Advocate, Her Highness Sheikha Jawaher Bint Mohammed Al Qasimi. ■



PASCAL LE SEGRETAIN / GETTY IMAGES

Her Royal Highness Princess Caroline of Hanover at the AMADE Mondiale Gala at the Amsterdam Rijksmuseum in November 2014.

Grant clears path to university in Jordan and Lebanon for Syrian refugees

This article is an adapted version of a UNHCR news story

18 JULY 2014

LONDON, July 2014 | *This autumn, 100 Syrian refugee students will begin four-year university courses in Jordan and Lebanon thanks to a grant of more than USD 1.8 million by the Saïd Foundation to UNHCR's DAFI programme.*



© UNHCR/B. SOKOL

Tamara, a 20-year-old Syrian refugee, fled her town of Idlib with the most important thing she was able to bring – her diploma. She hopes to be able to continue her education.

The DAFI programme (a German acronym for the Albert Einstein German Academic Refugee Initiative Programme) provides scholarships for refugees to study at universities and colleges in their host country, and more recently in their home country once they repatriate.

The donation by the Saïd Foundation, a British-based charity devoted to providing opportunities for education, will fund two-thirds of the UN refugee agency's scholarships for Syrian refugees in Jordan and Lebanon this year.

"Syria is the Foundation's highest priority and, in the current tragic circumstances, assistance for Syrians who are refugees or internally displaced is naturally at the heart of our work," said the Chairman of the

Foundation, Wafic Rida Saïd, on signing the agreement with UNHCR.

"Taking a longer-term perspective, the Foundation has been known for three decades for its initiatives in support of higher education, a focus born of our conviction that higher education is a force for change and a force for good."

DAFI is the only global higher education programme for refugees. Since 1992, it has provided scholarships for more than 6,000 refugees. Currently, more than 2,000 students a year – 40 per cent of them women – have a chance to earn a degree at universities in 40 hosting countries.

The Syrian conflict, in its fourth year, has so far forced more than 2.9 million people

to flee, the vast majority into neighbouring countries, and displaced a further 6.5 million within Syria. Half the refugees are children and youth.

"The ongoing Syria conflict is shattering the aspirations of millions of young Syrians, robbing them of the opportunity to build a future for themselves and their war-torn county," said Roland Schilling, UNHCR's Representative in the United Kingdom.

"Ensuring these young people have access to quality education while they are refugees is essential in addressing this urgent challenge. The support of the Saïd Foundation, UNHCR's most significant private donor in the United Kingdom, is therefore indispensable." ◻