

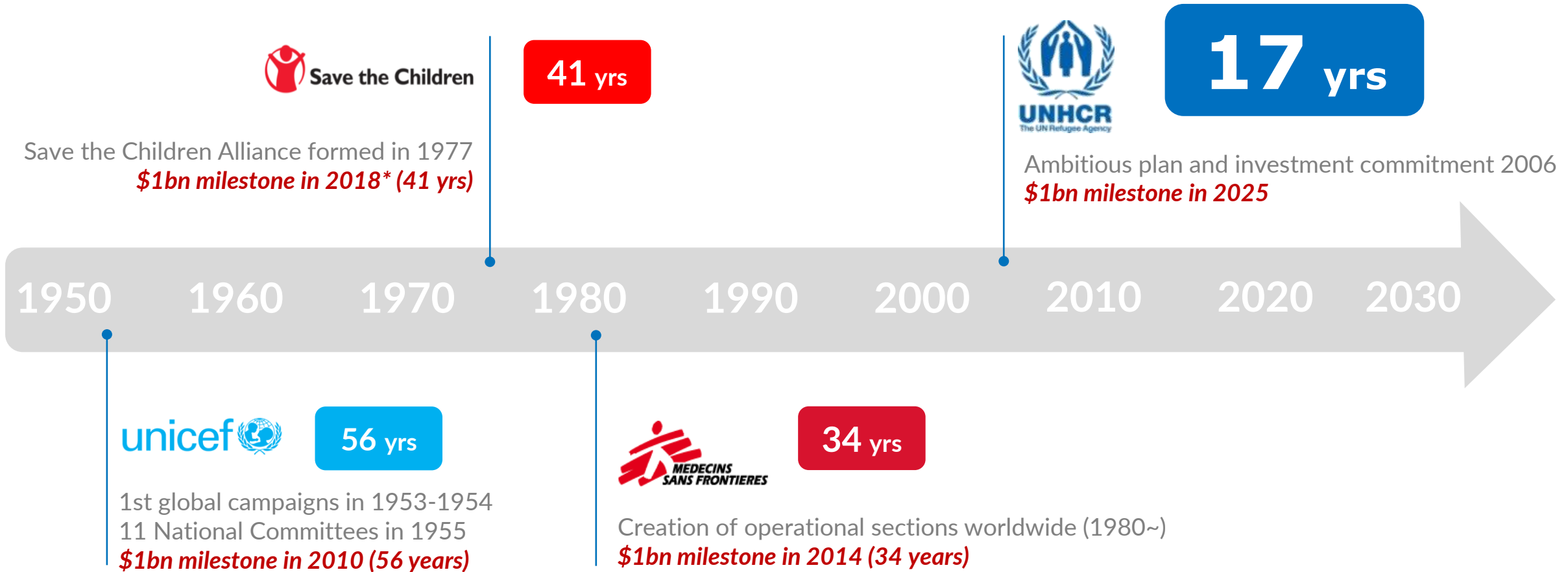
# Private sector fundraising

90<sup>th</sup> meeting of the  
Standing Committee

1 July 2024



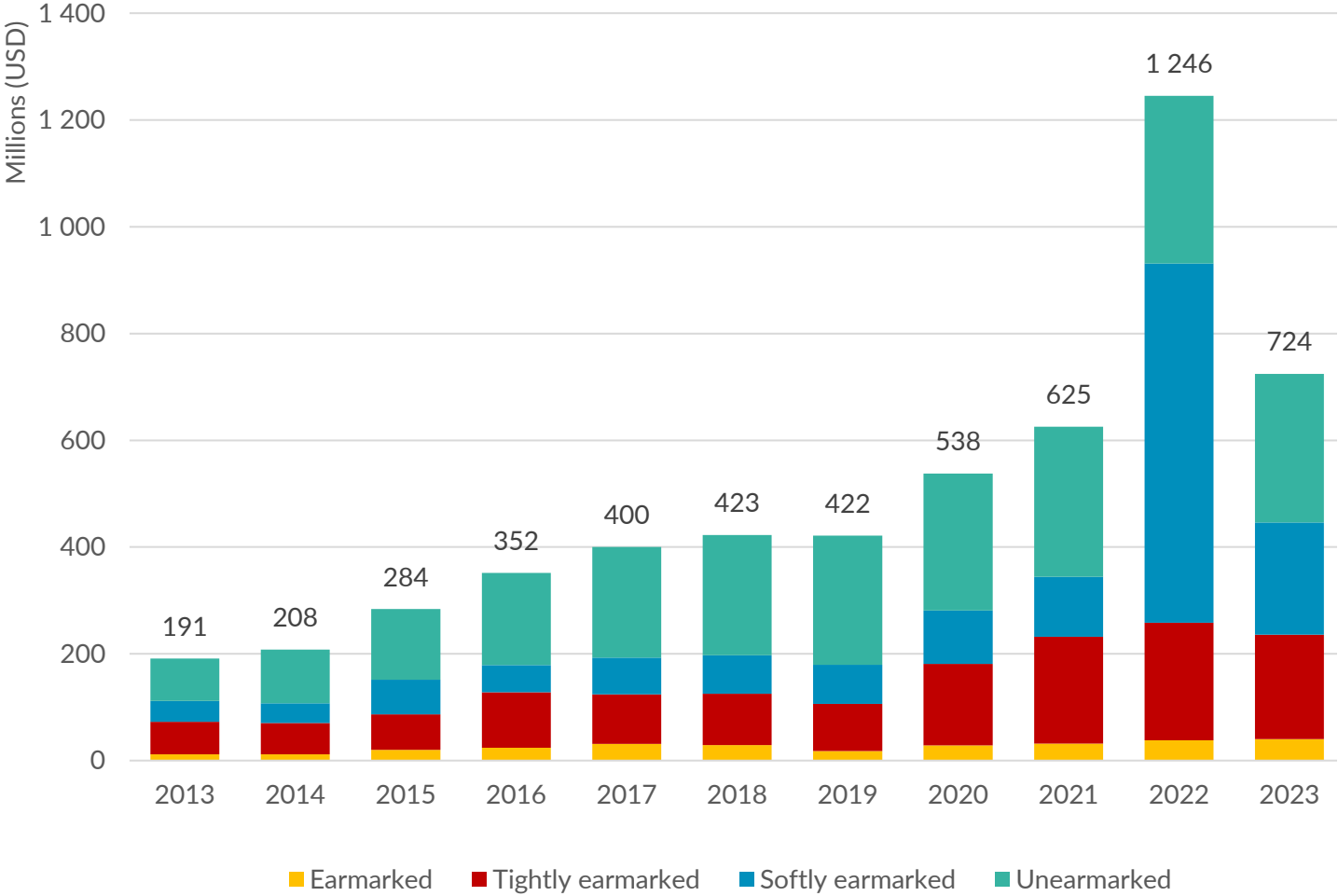
# UNHCR's \$1 Billion ambition



\* Projection based on historical trends, Source: Peer review

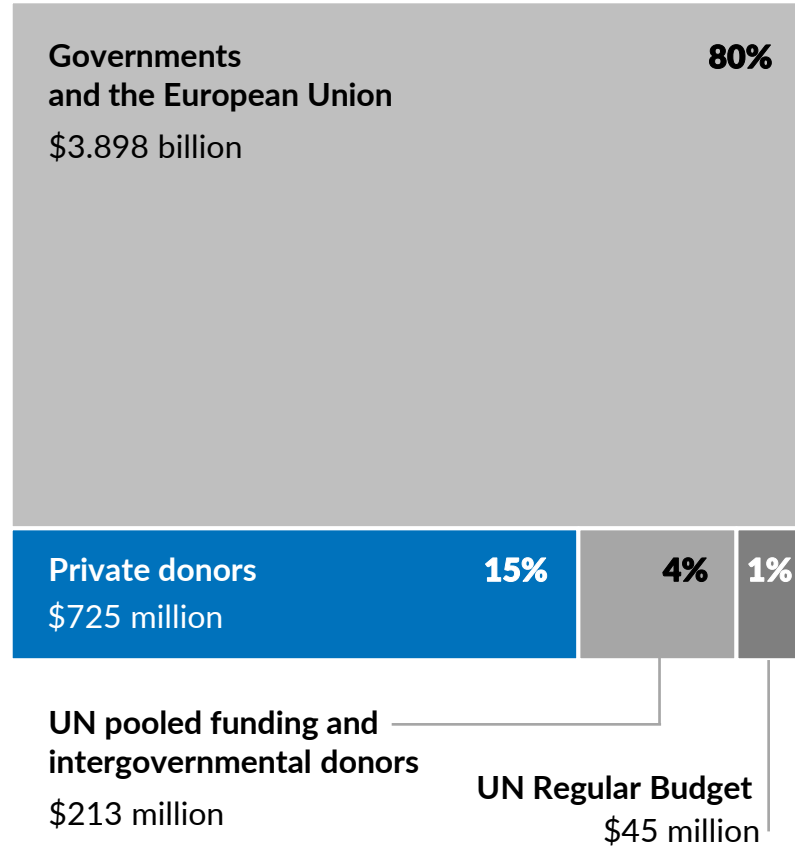
Source: Official web sites / Peer review - Timeline calculation based on globalization of fundraising investments

# Private sector income | Evolution

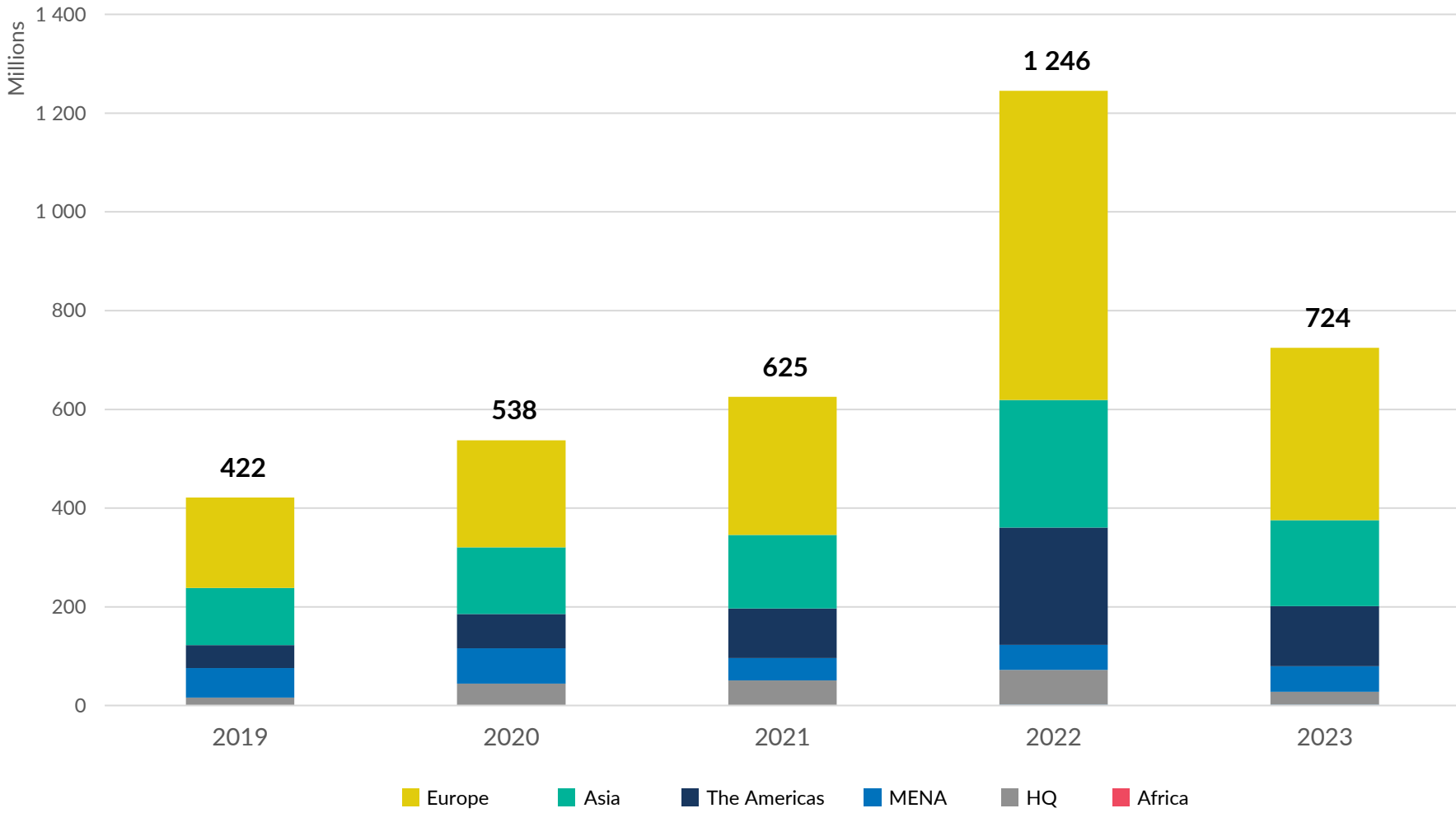


The Private Sector is now the **second largest** source of **unearmarked funds** for UNHCR, representing **39%** of total unearmarked funding for UNHCR in 2023.

## UNHCR Funding Sources in 2023



# Private sector income | Growth by region

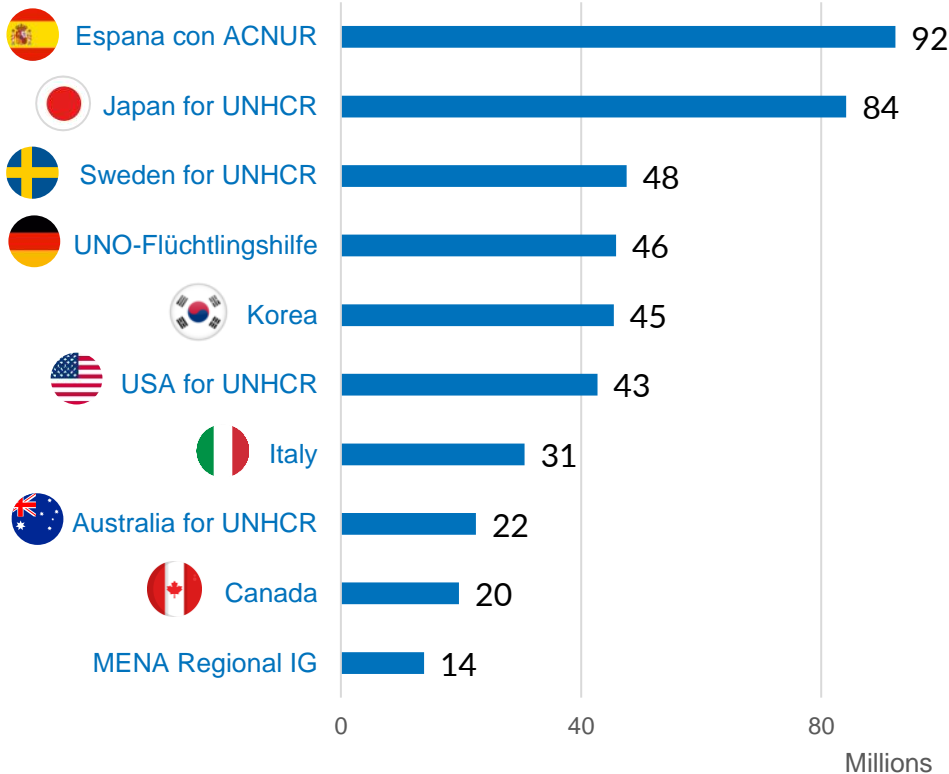


In 2023, **Europe** was responsible for raising **48%** of UNHCR’s private sector income, followed by **Asia (24%)** and the **Americas (17%)**.

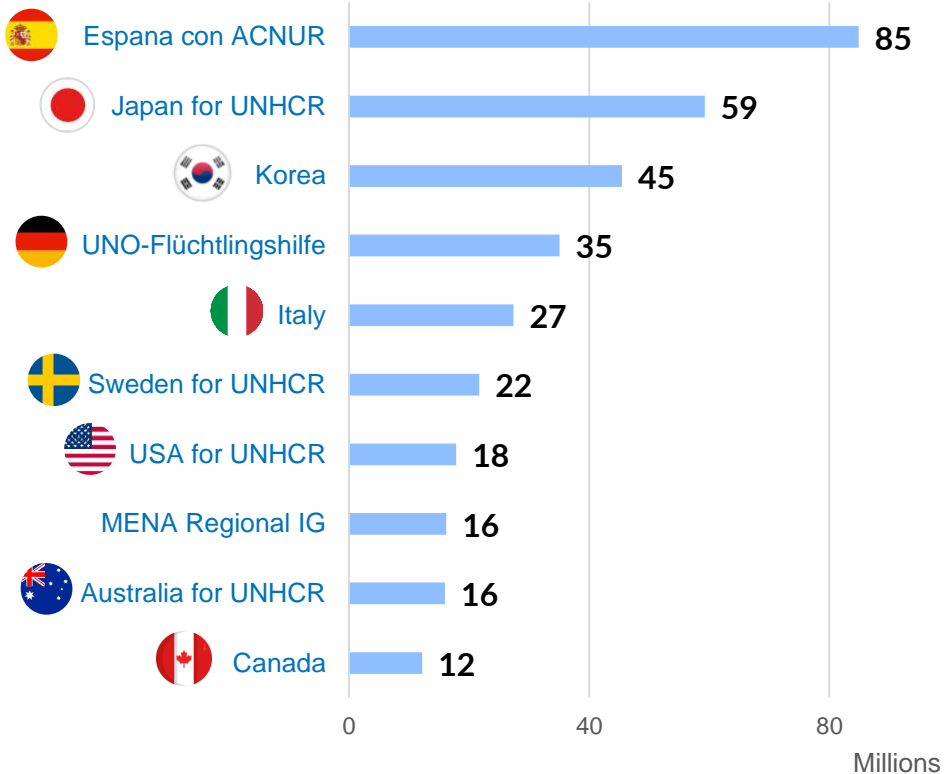
**Americas and Europe** show the **highest growth rates** from 2020 to 2023, with **75% and 61%** respectively, demonstrating **enormous potential** for further growth.

# Top 10 private sector countries | 2022-23 individual donor income

Individual donor income by country | 2022



Individual donor income by country | 2023



# Peer review | Private sector income 2021-2023

UNHCR rank  
**#9**

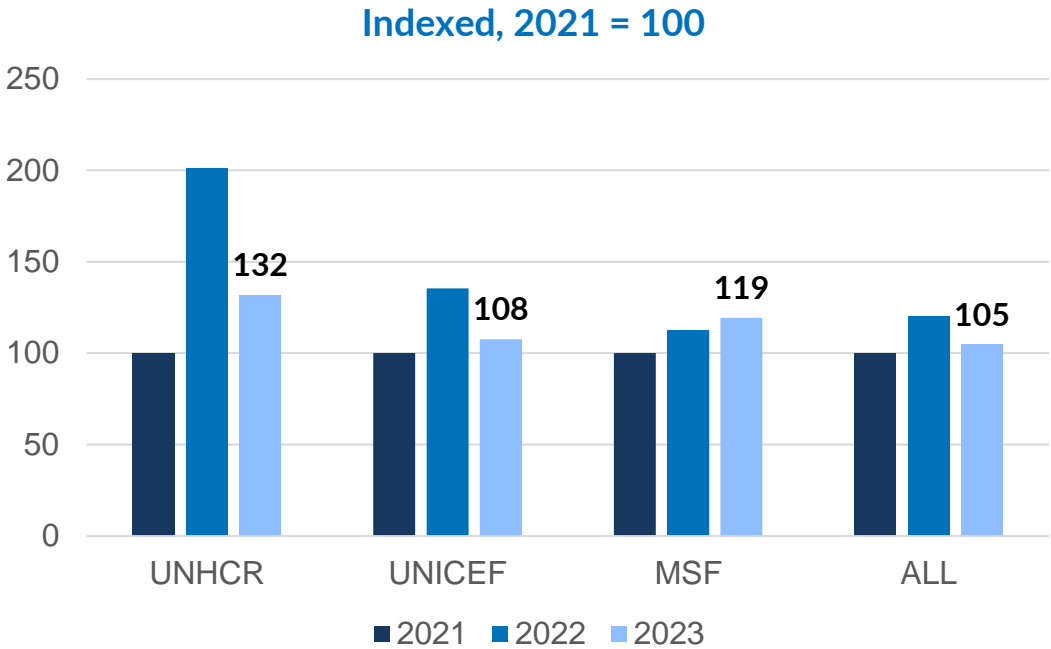
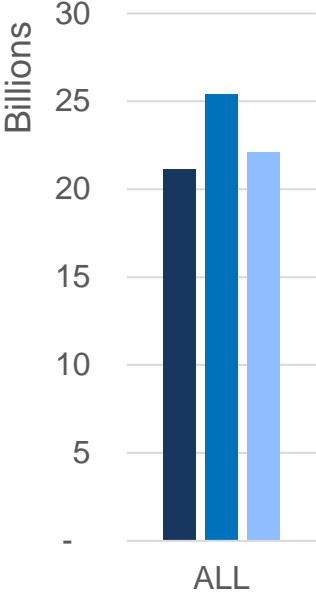
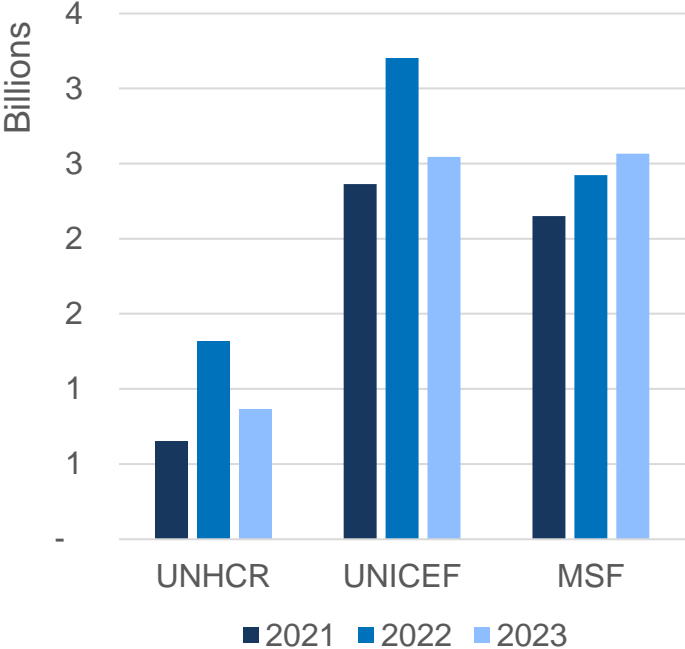
Top performer  
**Red Cross**  
nat. societies

UNHCR  
2022 growth  
**101%**

Market  
2022 growth  
**20%**

UNHCR  
21-23  
**32%**

Market  
21-23  
**5%**



Source IFL Peer Review 2023. Includes 22 organisations in total and all markets globally. All 22 organisations included in "All"

# Strategic Key Performance Indicators | 2024



**\$750 m**  
total income to UNHCR



**\$384 m**  
total income from  
individuals



**\$300 m**  
unearmarked funds



**\$366 m**  
total income from private  
philanthropy & corporates

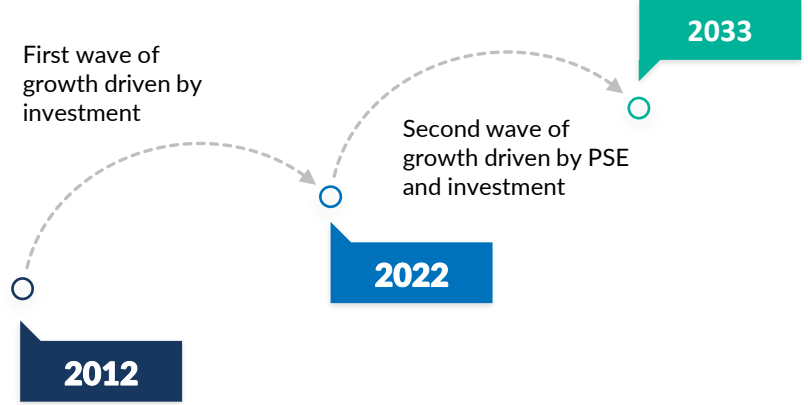
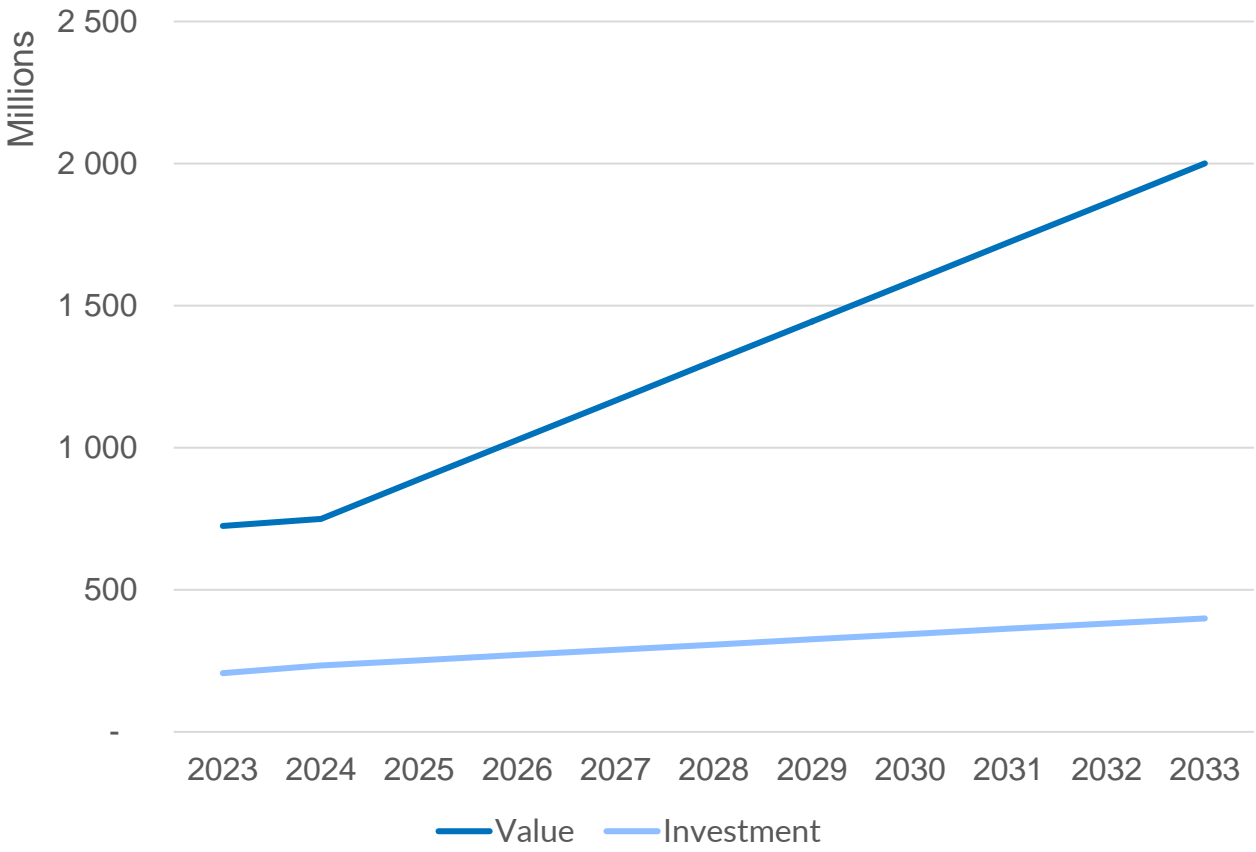


**>20 million**  
supporters



**3.8 million**  
individual donors

# Financial ambition | Looking ahead



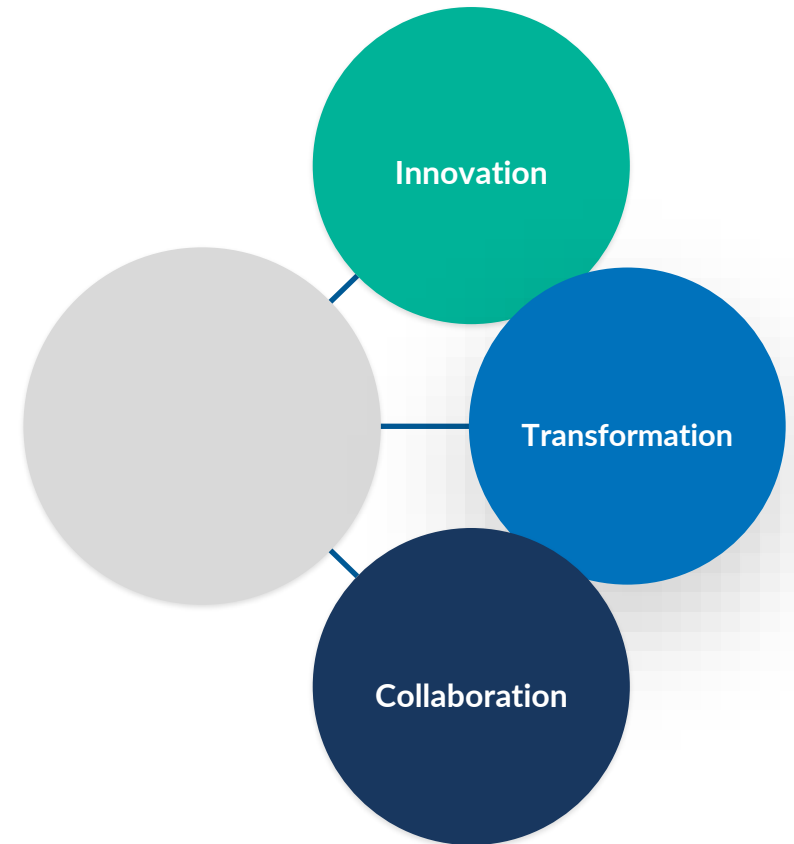
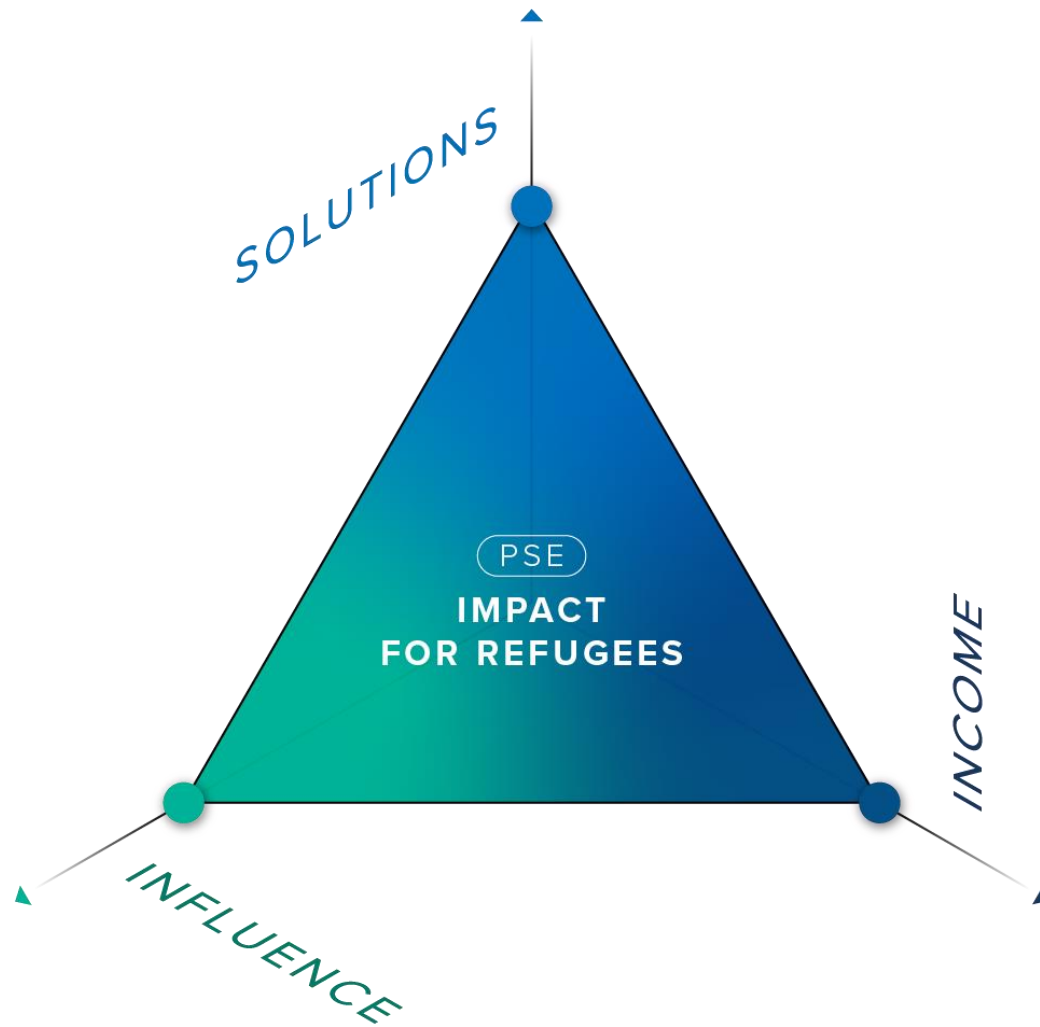
PSP is exploring financing options to achieve the US\$ 2 billion income ambition from the Private Sector. This will be possible through:

- 01** Whole of organization approach and long-term planning
- 02** Sufficient and sustainable investments that will enable UNHCR to multiply income and impact
- 03** Economics of scale and diversified fundraising channels
- 04** Donors aiming to create impact linked to UNHCR's mandate



# Three integrated pillars

... with three levers pulling at each apex



# Innovative campaigns | all year long



**DAFI / Aiming Higher**

Targeting \$100m by 2030. Connected to major advocacy goal on refugee inclusion.



**Winter Campaign**

Established campaign with renewed target on private sector support



**Food & Climate**

Scoping phase as we move towards summer Hardest Hit campaign launch in 2025.



**Ramadan**

Campaign is now live in more than 22 countries outside of MENA, and for the first time five European countries

**Influence – Solutions – Fundraising**



How can  
you help?



Thank you