

2017 CERF DONOR SURVEY RESULTS

15 May 2017



Background

CERF resource mobilization and communication activities are vital to the strategic positioning of CERF based on proactive, responsive and targeted nurturing of relationships with donors as partners. This requires effective analysis, advocacy and outreach that meet the needs of partners in a challenging funding environment. In light of the objectives to surpass the annual funding target of \$450 million in 2017, as well as to lay the groundwork towards an expanded CERF, the CERF secretariat surveyed its donors to obtain preliminary information to identify key priorities for advocacy and engagement as the Fund shapes its resource mobilization strategy.

Objectives

The objectives of the 2017 donor survey are to:

- Gain a preliminary understanding of donors' decision-making processes in funding humanitarian activities, in particular to CERF.
- Identify key issues of importance to donors in terms of their contributions to CERF.
- Inform a better-planned and purposeful resource mobilisation strategy in 2017-18.

Audience

Member State donors were the primary target audience for the survey. Each response represents the views of that donor country. Top 50 donors* have been asked to undertake the survey, and as of 15 May, 22 donor countries have provided responses to the survey and results analyzed for the upcoming CERF Advisory Group (AG) on 18-19 May. All top 10 donors responded to the survey. The reason for the limited number of responses from other top 50 donors seems to be largely due to the short time assigned for the survey (2 weeks). The CERF secretariat will keep encouraging other donors to undertake the survey beyond the AG meeting for more comprehensive data collection that informs CERF's resource mobilization strategy in 2017 and 2018.

Countries that provided responses to the survey:

Australia, Belgium, Canada, Denmark, Germany, Iceland, Ireland, Italy, Japan, Kuwait, Luxembourg, Netherlands, New Zealand, Norway, Russia, Saudi Arabia, Slovenia, Spain, Sweden, Switzerland, United Kingdom and USA.

Results

This report briefly summarizes the initial responses provided by the aforementioned donors, received as of 15 May.

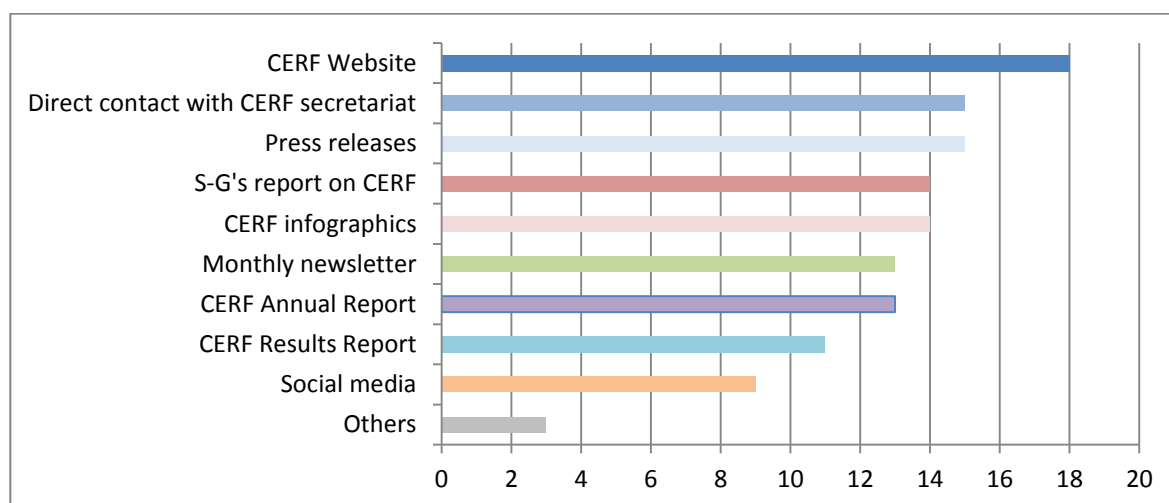
A. Knowledge of CERF/ Information Needs

The aim of this section was to seek a better understanding of the methods/mediums/opportunities by which the secretariat can promote and raise awareness of CERF, for (a) high-level/ministerial level, and (b) technical/expert level.

- Donors were asked to rate the **knowledge of CERF among relevant staff working on humanitarian issues** and covering CERF. The following percentages of staff are either extremely or very knowledgeable about CERF and its activities.

Expert level	Director's level	Ministerial level	Head of State level
77.3%	59.1%	22.7%	9.1%

- **The majority of respondents (16 donors or 73% of all the respondents) follow CERF issues** as often as possible through all or most of CERF communication materials, while three donors responded once or twice a year during budget planning. Three other donors said they follow CERF issues whenever the Fund makes an allocation to a crisis within their priorities.
- **As the main sources of information on CERF** (respondents were allowed multiple selection), the CERF website ranked as the top source (18 respondents), followed by CERF press releases (15 respondents) and 'through direct contact with the CERF secretariat' (15 respondents).



- Similarly, as **the most appropriate medium/method likely to be read by Ministers in governments** on CERF's achievements, many respondents pointed out press releases, social media and infographics.

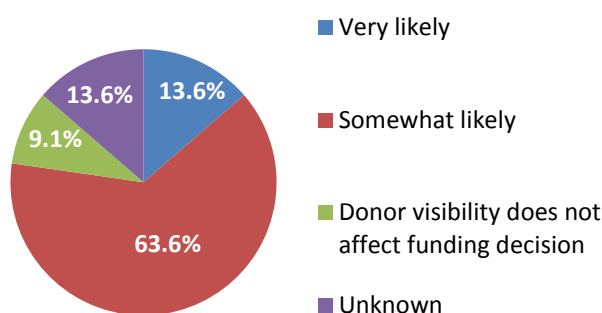
B. Donor Visibility

Based on CERF's enhanced efforts to promote donor visibility, a set of questions solicited information on what type of donor visibility is preferred by each donor; what helps governments justify/publicize their CERF contribution to its constituents.

- Donors were asked to rank the **most effective means to communicate results achieved through their respective Government's contribution to CERF**. The following represent the number of respondents selecting these categories as either the most or second most preferred means.

Tools for visibility	No. of respondents
1. Tailored information about allocations and beneficiary data attributable to donor	12 donors
2. Visibility through key CERF communication products	8 donors
3. Written or verbal acknowledgement by the Secretary-General or the ERC	7 donors
4. Social media acknowledgement	5 donors
5. CERF featured in major global/national news outlet	5 donors
6. Highlights on the CERF website	4 donors
7. Regular update on human interest stories lined to CERF allocations	2 donors

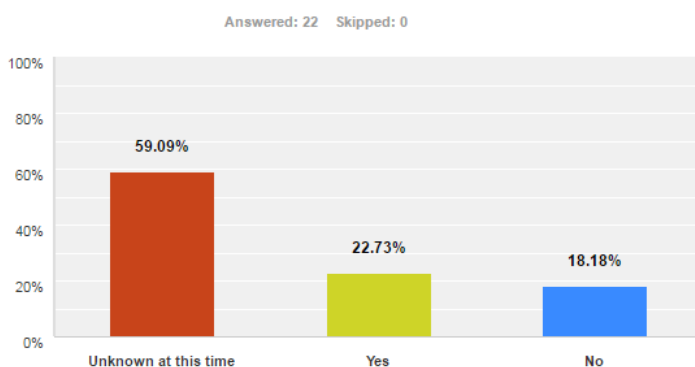
- Eighteen donors would like to see **more visibility activities undertaken by the CERF secretariat**, and selected Member States from CERF's top 15 donors provided the following suggestions in this regard: (i) more social media recognition; (ii) visible impact of CERF contribution on the ground; (ii) visibility through international pledging conferences; (iii) relevance of CERF for humanitarian crises that benefit from high media attention; and (iv) more information on decision making of allocations/ targeted messaging, infographics/ high-level engagements.
- Thirteen out of twenty-two respondents suggested that the preferred **frequency of visibility activities** should be once every quarter or less (5 – every quarter, 5 – as often as possible, 3 - once a month,).
- Donors were asked if increased **donor visibility is likely to affect their respective government's funding decision to CERF** in 2018 and beyond. The chart below outlines the responses with fourteen donors saying that it is likely (very or somewhat likely) to influence decision-making.



C. Donor Funding Trend

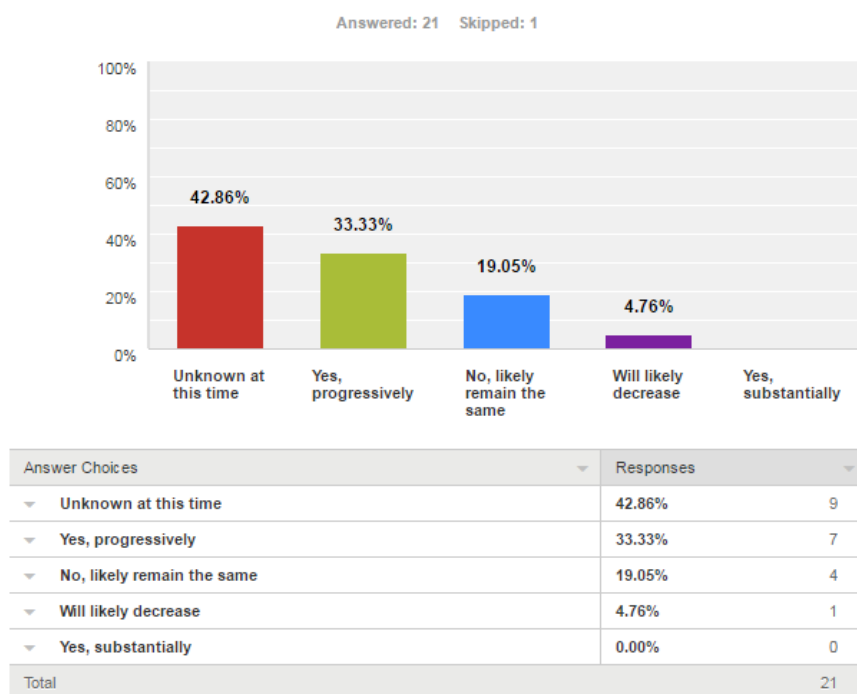
Donor funding trends provide critical information to better inform the CERF secretariat as it sharpens its resource mobilization strategy in view of the new funding target. Such information for most donors is not publicly available. The following charts present some of the findings.

- Donors were asked if their respective **Government's overall humanitarian budget** is likely to grow in 2018 and beyond. Five donors (4 of which are from top 15 donor group) answered affirmatively.



Answer Choices	Responses
Unknown at this time	59.09% 13
Yes	22.73% 5
No	18.18% 4
Total	22

- Donors were also asked if the **share of un-earmarked funding** is likely to increase in the next few years. Seven donors from top 15 donor group indicated that a progressive increase of flexible funding is likely.



- As the most important **criteria affecting funding decision-making to CERF**, the following were highlighted:
- Results/outcome of their contributions;
 - Quality of reporting (e.g. on results);
 - Exposure/visibility for donors;
 - Effectiveness, timeliness, flexibility, coordination and sound management;
 - Strengthened capacity to respond to sudden-onset and forgotten crises;
 - Global reach of donor funds;
 - General evolution of humanitarian budget (overall budget, earmarked vs un-earmarked, multilateral vs. bilateral);
 - Personal contact.
- Seven of the top ten donors informed that their Governments set aside a **supplementary humanitarian aid budget** each year for unforeseen emergencies and that CERF is applicable to receive such funding toward the end of the budget cycle. Five donors responded that CERF is not eligible to receive their supplementary budget allocations, and three donors did not manage such a budget line.
- The survey also asked about donors' opinion on whether CERF would be eligible to receive **softly earmarked contribution, without defining the term or its applicability to CERF**. Four donors (outside the top 15 donors) answered in the affirmative; four donors (two of them among top 10 donors) sought further clarification on how soft-earmarking is defined in the context of CERF, while eight donors (from the top 15 donors group) responded negatively.
- Several donors also provided detailed comments on this matter:
- “It might be possible if CERF allows soft earmarking at the country level” (a donor from top 10-15 donor group);
- “Unclear how soft-earmarking is defined” (a top ten donor)
- “We do not intend to limit CERF’s possibilities to flexibly respond to urgent needs by earmarking our contributions ” (a top ten donor);
- “Softly earmarked contribution is a confusing term, as each country’s budgetary planning policies differ” (a donor from top 15-20 donor group);

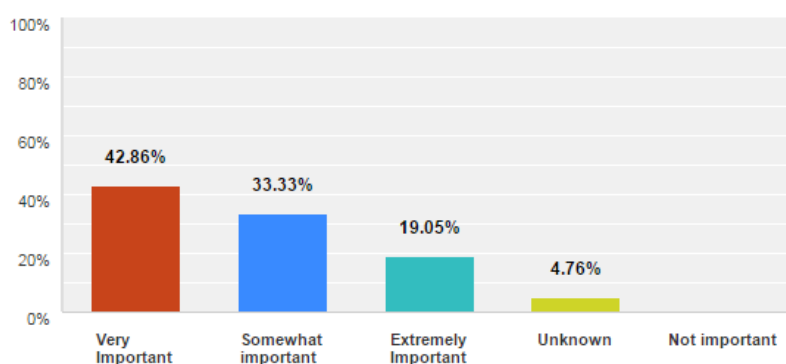
“No, as it is an emergency response tool” (a top ten donor);

“CERF has a great impact as a global pooled fund. It is fast, flexible and impartial. The strength of CERF is to have the necessary flexibility to allocate finances where needed. Softly earmarked contribution would weaken the instrument significantly” (a top ten donor).

\$1 Billion CERF

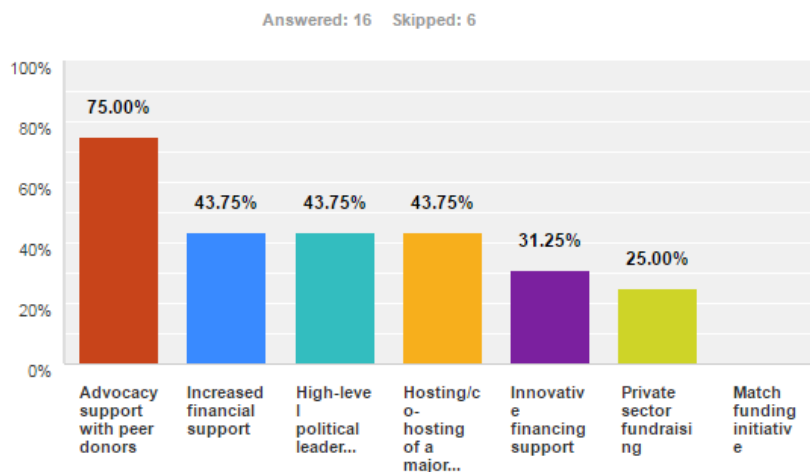
- With regards to the **factors preventing donors from increasing support to CERF**, many donors cited the budgetary constraint and/or preference to fund humanitarian programs bilaterally as the main reasons. Other notable comments include:
 - “CERF is heavily reliant on a very small number of donors. It is time to resource mobilize towards other categories of donors than the traditional CERF donors if USD 1 billion is to be achieved” (a top ten donor)
 - “More dialogue between the CERF secretariat and donor Government is encouraged” (a donor from top 20-25 donor group)
 - “Urgent calls by high-ranking UN officials to provide funding to specific country situations constitute an element of serious competition for limited funds in relation to CERF” (a top ten donor)
 - “Increasing funding to CERF would require a dedicated Government’s decision/act. Currently, we don’t have enough data at hand to initiate such decision (e.g. what \$1 billion will achieve)” (a donor from top15-20 donor group)
 - “CERF needs to improve bilateral visibility of our funds, also improve localization” (a top ten donor)
- Donors were asked what **difference a \$1 billion CERF should bring in terms of results**. Increased number of beneficiaries and predictability of funding emergency operations were the dominant views. Strengthened coordination, more allocations to underfunded emergencies, and improved localization were also highlighted.
- On the **types of new initiatives/modification donors would like to see with a \$1 billion CERF**, responses varied. Recommendations included, (i) multi-year allocations for protracted crises; (ii) increased funding for early action, and attention to preparedness; (iii) innovative finance; (iv) soft-earmarking; and (v) a new window to address specific issues like gender, SRH and disability.
- Donors were asked how important is the **leadership and advocacy of the ERC and OCHA’s Senior Management Team in influencing Government’s funding decision**. The responses were as follows.

Answered: 21 Skipped: 1



Answer Choices	Responses
Very Important	42.86% 9
Somewhat important	33.33% 7
Extremely Important	19.05% 4
Unknown	4.76% 1
Not important	0.00% 0
Total	21

- Donors were asked about the **support their respective governments can provide toward \$1 billion CERF** (with multiple choice selection available). ‘Advocacy support with peer donors’ was the most common response and seven donors (five of which are from top 15 donor group) indicated increased financial support.



Answer Choices	Responses
Advocacy support with peer donors	75.00% 12
Increased financial support	43.75% 7
High-level political leadership	43.75% 7
Hosting/co-hosting of a major high-level event on CERF	43.75% 7
Innovative financing support	31.25% 5
Private sector fundraising	25.00% 4
Match funding initiative	0.00% 0
Total Respondents: 16	

E. Other information

In addition, the respondents provided other valuable information to be further analyzed for a better-informed resource mobilization and engagement strategy.

* Top 50 donors: United Kingdom, Sweden, Netherlands, Norway, Canada, Germany, Spain, Ireland, Denmark, Australia, Belgium, Finland, Switzerland, Luxembourg, United States of America, Republic of Korea, Japan, New Zealand, Italy, Russian Federation, Qatar, France, India, Kuwait, China, United Arab Emirates, Brazil, Turkey, Austria, Poland, South Africa, Iceland, Liechtenstein, Portugal, Mexico, Greece, Indonesia, Saudi Arabia, Czech Republic, Estonia, Monaco, Romania, Malaysia, Colombia, Ukraine, Chile, Argentina, Kazakhstan, Andorra, Singapore.