

Communicating CERF value and impact



Illustrating the impact of contributions and giving visibility to donors

The Central Emergency Response Fund has allocated more than \$7.7 billion to help people with life-saving humanitarian assistance in over 110 countries since 2006. More relevant than ever to urgent humanitarian response, as the United Nations and partners respond to multiple major and fast-evolving crises around the world, in 2021, CERF provided \$548 million in funding to 33 countries. OCHA promotes a strong, agile and innovative CERF, showcasing the impact of fast and flexible funding, and works directly with donor communication teams to develop visibility strategies and tailored materials that explain the results achieved in partnership with the Pooled Funds to their constituents and domestic audiences. UN Secretary-General Antonio Guterres noted, as the Fund turned 15 last year, that “CERF responds within hours so that humanitarian organizations can swing into action as soon as emergencies strike. CERF is principled, impartial and independent. The help it provides is driven by need alone.”



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Antonio Guterres, UN Secretary-General

Illustrating the impact of contributions

OCHA's Donor Visibility Unit has developed a range of products and services to broaden engagement, report on impact and channel real-time information on CERF allocations to donors, partners, influencers and the public. They also developed a range of dedicated products and services to give visibility to the donors that make up this life-saving pool of unearmarked funding.

CERF rapid response in Ukraine

Since new hostilities escalated the Ukraine crisis in February, CERF has allocated over \$60 million to help UN agencies jumpstart the initial humanitarian response. Together, these allocations are providing life-saving assistance to the most vulnerable, including women and girls, the elderly and the displaced, with emergency health, water, education, food, shelter and basic essentials, as well as critical protection services, and logistics for humanitarian operations. Recipient partners are telling the stories of how they rely on CERF funding to help people in need. This was possible thanks to the generous contributions of CERF donors, which were publicly acknowledged.

CERF results reporting

In June, OCHA provides donors with the CERF Annual Results Report. In addition to offering a consolidated review of the innovative actions CERF undertook and the results obtained thanks to donor investment, the CERF Annual Results Report is a key tool for donor visibility and fund accountability. It helps donors explain their support to CERF, advocate for unearmarked funding, and promotes their commitment to underfunded crises and sectors: saving more lives, faster and more effectively. OCHA launches the Pooled Fund results reports together, demonstrating complementarity and synergy between these funding mechanisms. Such results are only possible thanks to donors' generous contributions, which are acknowledged publicly.



Enhanced transparency

The [Pooled Funds Data Hub](#) platform allows donors to search data on how individual contributions have been allocated across global humanitarian operations. Providing realtime updates on allocations from both CBPFs and CERF, the upgraded portal includes more options to filter data on contributions, screenshot maps and graphics, and easy access to a wide array of datasets and interactive visualizations.



Rapid impact on lives

At the end of 2021 OCHA launched [StoryHub](#), an aggregator platform bringing together impact stories from CERF and the country-based pooled funds. The self-access resource is being further developed, and allows donors and partners to share stories via their own social media accounts or translate and package for campaigns informing domestic audiences.



Digital engagement, acknowledgement and promotion

OCHA engages with digital communities and uses social and other online platforms to show how CERF funds directly help people, and the real impact of humanitarian financing innovations. OCHA maintains a dedicated website, [cerf.un.org](#), and active CERF presences on [Twitter](#), [Facebook](#), and [YouTube](#). Since July 2021, CERF’s social media channels, followed and amplified by influential accounts, such as the UN Secretary-General, donors, prominent activists and decision-makers, have reached close to 600,000 people. In March 2022 CERF coordinated with Yoko Ono and Circa Art on promoting a creative campaign with a message of peace shared thousands of times around the world.



CERF social media engagement prioritizes key allocations, acknowledges donor contributions and promotes the Fund’s role in innovative approaches like Anticipatory Action. For flagship events and campaigns, OCHA makes available branded content through the [Trello](#) platform. Audiences connect with strong CERF audiovisual content and human impact stories, and the hashtag [#InvestInHumanity](#) brings together OCHA partners, donors and influencers in support of resource mobilization.



OCHA offers targeted digital assets and toolkits enabling partners to actively engage with CERF and their own audiences, and to help build momentum ahead of significant announcements or pledging events. To thank donors and help them illustrate the results achieved through their investment in CERF, OCHA works with donor communications teams at capital level to coordinate on specific messaging, timing and sequencing of posts as well as developing tailored versions of videos and graphics for target audiences in different languages.

Updating our analysis of donor digital presence, OCHA continues to promote content and visibility efforts through Twitter, but has also revived CERF Facebook page, which allows us to boost content for greater reach in north America, east Africa and south and southeast Asia in particular. OCHA is exploring CERF promotion on other platforms where donors and partners are active, including Instagram and TikTok.

Mobilizing resources and solidarity

OCHA convenes an annual high-level pledging event in December to showcase CERF's response throughout the year and appeal to Member States for continued and increased support. Donors and recipient Member States are key partners. The flagship annual event is an opportunity to express solidarity with the growing numbers of vulnerable people needing humanitarian assistance and protection to survive, as hunger, conflict and the Covid pandemic continue to drive needs.

To promote the event and CERF impact around the world OCHA develops content and shares assets with donors. In 2021 OCHA showcased CERF's fast and innovative allocations this year and its agile response to major crises like Afghanistan, Ethiopia and Haiti. A social media campaign reminded audiences of the impact of CERF over the past 15 years and helped us thank donors for their unwavering support.

Working with partners and donors throughout the year, OCHA creates and shares photo and video materials that demonstrate the real difference CERF funding has made to people on the ground as they and their families face terrible challenges. For instance, the innovative CERF allocation to UNFPA and UNWomen was successfully featured in a film produced to demonstrate the concrete impact it had on addressing gender-based violence during the Covid pandemic.

Top CERF mention

Top mention earned 1,243 engagements

Tedros Adhanom Ghebreyesus
@DrTedros · Dec 8

Thank you @UNCERF for 15 years of funding the first line of response for people caught up in crises around the 🌍, and for being the most reliable and effective funding source in the humanitarian sector. To save lives, we need donor countries to continue to support CERF.
pic.twitter.com/G5FKmCg8pU



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Thank you
CERF donors

CERF
OCHA



CERF - The UN's emergency fund
@UNCERF

Without gender equality today, a sustainable and equal future won't be possible.

By supporting @UNFPA and local partners, @UNCERF helped Congolese women access health and violence-prevention services.

#InvestInHumanity #IWD2022
@UNFPARDC @Atayeshe



584 views 0:26 / 1:47