SUMMARY AND DISCUSSION STARTER:
CERF Resource Mobilization Strategy toward a $1 billion funding target

United Nations | Central
CERF | Emergency
| Response
| Fund

The CERF secretariat is currently in the process of developing a Resource Mobilization Strategy for the coming years towards the new fundraising target of $1 billion. Prior to finalization of the draft strategy, the CERF secretariat will seek the input and advise of the CERF Advisory Group. This document summarizes suggested key features of the strategy and is intended to give Advisory Group members an indication of CERF's expected fundraising priorities for the years to come and to invite a discussion on these topics.

## WHY A RESOURCE MOBILIZATION STRATEGY?
- Notwithstanding key actions such as strengthened analytics (CERF donor survey), broader engagement with Member States at key events (i.e. ECOSOC) and enhanced communication and marketing efforts to enhance donor visibility, CERF's top 10 donors have accounted for some 90 % of CERF's funding.
- Despite meeting and surpassing the minimum funding target of $450 million for 2017, **CERF's challenge to diversify its donor base** is still present.
- A shift from a $450 million fund to a $1 billion fund entails a **phased approach**. The next 2-3 year will be geared toward mobilizing and expanding the partnerships to generate additional and sustainable resources and meet the expanded target of $1 billion.

**Priority Areas Include:**

## DEEPEN AND DIVERSIFY THE PARTNERSHIPS FOR ADDITIONAL AND SUSTAINABLE INCOME
- *Core Donors* – with the potential and interest to lead CERF specific initiatives to mobilize global political commitment while also contributing additional resources to CERF
- *Targeted Group of Member States with the Capacity to Increase Contributions* - through better analytics and tailored engagement plans, emphasising the mobilisation of peer-to-peer advocacy and senior UN leadership, CERF will aim to affect these Member States at highest political level to strengthen and increase support to CERF. Of utmost importance is to gain understanding as to why these countries would (or would not) increase their contribution to CERF.
- *Member States within the G20 group with the Potential to Mobilize Regional/Geographic Partnerships -* CERF will aim to leverage their role in global leadership platforms.
- *Recipient Member States –* aim will be to emphasize CERF as a 'fund for all, by all'. Furthermore, several of these countries also the potential to advocate for CERF in regional and global partnership platforms.
- *Private and Corporate Sector Partnerships -* partnerships with the private sector could include funding but potentially also services of benefit to CERF, such as digital payments.
- *Innovative Financing –* aim will be to pursue a 'financing' approach that harnesses the potential of market and private sector practices to generate additional income based on public private partnerships .

## SECURE GLOBAL POLITICAL LEADERSHIP TO PROMOTE GREATER ENGAGEMENT ON CERF
- Mobilize the authority of **senior UN leaders** (Secretary-General, President of the General Assembly, Heads of UN funds and programmes, Emergency Relief Coordinator etc.).
- Identify **Global Champions** for CERF (individuals from Member States, businesses, civil society, private sector or and individuals from entertainment to rally political and public commitment).
- Leverage leadership and advocacy role of the **CERF Advisory group members** to help CERF strengthen its global position as a critical financing tool for the humanitarian community.

## PROMOTE CERF IN GLOBAL LEADERSHIP PRIORITIES, EVENTS AND OUTCOMES

- It is vital to emphasize CERF in *high level events on crises* (e.g. Yemen pledging conference, Lake Chad Pledging Conference, Meeting on Famine Countries) and *global leadership platforms such as the G7 and G20* to secure ambitious commitments from global leaders.
- CERF partners should promote CERF also in *multi-partner leadership initiatives* – new way of working, grand bargain among others - to ensure that the support for CERF is reflected in global and inter-governmental commitments and outcomes, including in GA resolutions among others.
- For this, *CERF will continue to scan key global opportunities and improve the proactive, tailored and timely dissemination of key advocacy and communication tools* to support partners' advocacy on CERF.

**TELLING THE STORY OF CERF**
- Promote the global visibility of CERF in a compelling, timely and relevant way that combines evidence and human interest angles. Ensure use of a range of communication modalities including but not limited publications, films, infographics, social media, website and press briefings.
- Promote the visibility of CERF's donors, including through high level events, individual donor reports, flagship publications, multimedia and donor events.
- A global campaign to promote broader engagement on CERF especially in terms of achieving the $1 billion.

**MAXIMISE THE EFFECTIVENESS OF THE CERF PLEDGING CONFERENCE AND MANAGE EXPECTATIONS**
- It is necessary to **define the timelines for a phased increase** towards $1 billion and to manage expectations for coming years and most imminently for the upcoming CERF Pledging Conference.
- **Re-envisioning the CERF Pledging Conference and other milestones:** need for structured nature of advocacy and engagement around key global milestones, such as a series of global events to set the tone and direction in mobilising partnerships and securing commitment to ambitious funding targets, with an uptick towards the final year leading up to the replenishment.
- **Review the timing and format of the CERF Annual Pledging Conference** by shifting to a multi-year pledging conference in line with donors' budget cycles and to address the issue of predictability of humanitarian financing.

**DISCUSSION STARTERS**
- How do we define the timelines, targets and success factors for the coming years to drive the narrative of success in moving towards the $1 billion?
- How do we make the upcoming CERF Pledging Conference a success?
- What are the main obstacles for Member States to increase contributions to CERF?
- What can the Advisory Group do to support increased funding for CERF?