

Communicating CERF value and impact



November 2021

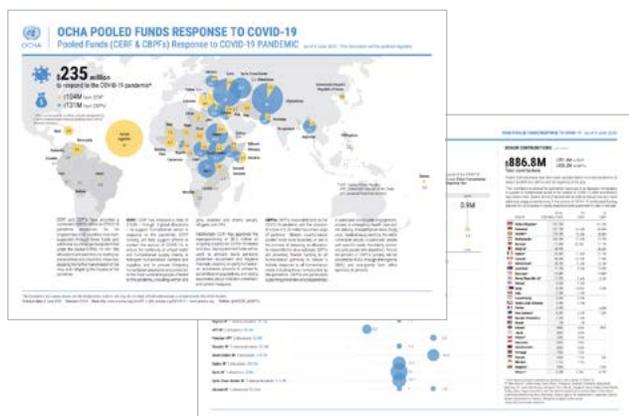
Since its inception 15 years ago, the Central Emergency Response Fund has allocated more than \$7.4 billion to help people with life-saving humanitarian assistance in over 110 countries. As of 1 November, CERF had provided \$495 million in funding to 41 countries in 2021. OCHA continuously works to promote a strong, agile and innovative CERF, showcase the impact of fast and flexible funding, and help donors demonstrate the return on investment to their constituents and domestic

audiences. OCHA collaborates directly with donor communication teams to develop visibility strategies and tailored materials that explain the results achieved in partnership with OCHA and the Pooled Funds (Country-Based Pooled funds, or CBPFs, and CERF). OCHA has developed a range of products and services to broaden its engagement and channel real-time information on CERF allocations to donors, partners, influencers and the general public.

ILLUSTRATING THE IMPACT OF CONTRIBUTIONS

CERF's reach and impact in the COVID-19 response

The COVID-19 pandemic presented unprecedented global humanitarian needs, and funding requirements to match. OCHA developed products and tools offering tailored information on CERF allocations and reflecting [the Fund's critical and broad response to the COVID-19 pandemic](#) alongside other urgent humanitarian crises. These included compelling stories of lives saved, a [weekly infographic on pooled fund response](#), and donor attribution overviews to link specific contributions to results achieved through CERF.



CERF Annual Results Report

In June 2021, OCHA provided donors with the CERF Annual Results Report and a joint overview of the OCHA-managed pooled funds, demonstrating complementarity between these funding mechanisms. 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, including through testimony from their own senior officials, and promotes their commitment to underfunded crises and sectors: saving more lives, faster and more effectively.



OCHA updated the [Pooled Funds Data Hub](#) Platform in September 2021. The Data Hub allows donors to search data on how individual contributions have been allocated across global humanitarian operations. Providing real-time updates on allocations from both CBPFs and CERF, the upgraded portal now includes more options to filter data on contributions and screenshot maps and graphics as well as giving donors easy access to a wide array of datasets and interactive visualizations.



DIGITAL CONTENT AND PROMOTION

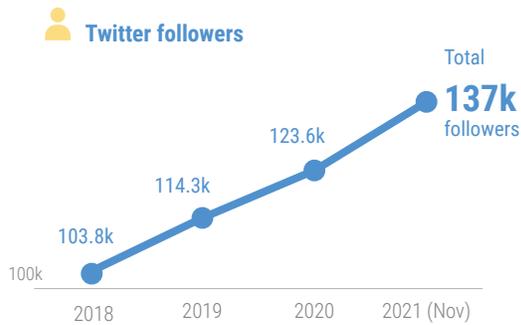
OCHA engages with digital communities and uses social and other online platforms to show how CERF funds directly help people, and the real impact of humanitarian financing innovations. OCHA maintains a dedicated website, cerf.un.org, an active Twitter presence at [@UNCERF](#) and the [CERF channel on YouTube](#). 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 campaigns and events.

Since January 2021, CERF's social media channels, followed and amplified by influential accounts, such as the UN Secretary-General, donors, prominent activists and decision-makers, has reached close to 1.1 million people. To mark CERF's 15th birthday in 2021, OCHA produced a short film, key messages, timeline graphic, animation and branded photos for a micro-campaign. These assets have been made publicly available during the anniversary year via the [Trello platform](#).

Offering targeted digital assets and toolkits enables partners to actively engage with CERF and their own audiences through widely-used platforms and helps build momentum ahead of significant announcements or mobilization events. CERF social media engagement prioritizes key allocations, acknowledges donor contributions and promotes the Fund's role in innovative approaches like Anticipatory Action. 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 develops tailored versions of videos and graphics for various audiences in different languages.



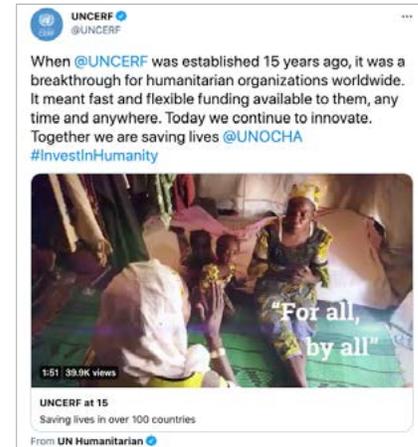
CERF Twitter account growth



1.1M impressions in 2021

Top CERF tweet in 2021

126 Retweets
310 Likes
406,000 impressions
23,574 video views



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. To promote the event and CERF impact around the world OCHA develops content and shares assets with donors. In 2021 OCHA will showcase CERF's fast and innovative allocations this year and its agile response to major crises like Afghanistan, Ethiopia and Haiti. The flagship annual event will be an opportunity to express solidarity with the growing numbers of vulnerable people needing humanitarian assistance to survive, as hunger, conflict and the Covid pandemic continue to drive needs. A social media campaign will remind audiences of the impact of CERF over the past 15 years and bring to life compelling CERF stories.

