

The following are a menu of key messages that can be used in advocacy and outreach efforts on the added value of CERF with targeted messages for the different regions. They can be used selectively depending on the background of each interlocutor. These key messages will be updated to reflect the ongoing significant changes and shifts in the international humanitarian system and broader aid landscape.

Overall points on the added value of CERF:

- **CERF has a key role to play in supporting the ‘reset’ of the humanitarian system amid shrinking global funding.** The Fund enables the **best possible crisis response** through rapid, coordinated and prioritized funding, focused on meeting the needs of the people who need it the most; **helps advance system-wide change** through effective approaches; and contributes to a **shift of power and leadership to humanitarian responders at the local level**, including by strengthening national and local capacities and improving coordination on the ground. A few examples:

Delivering the best possible crisis response:

- **CERF is fast and expands donors’ global reach.** Allocating funding within hours, CERF enables partners to quickly scale up. Because of its unearmarked nature, resources from contributing member states enable responses in emergencies around the world. On average, CERF-funded Rapid Response (RR) activities start only two days after receiving a funding application.
- **CERF is a cost-efficient global emergency relief mechanism.** Donors to CERF save on the management costs of their support. By pooling contributions, only one entity bears the cost of reviewing and selecting priority projects, identifying partners with comparative advantage, planning for best impact, oversight and risk management. (As relevant, refer to this document: [Explaining CERFs Programme Support Costs.pdf](#)).
- **CERF is an easy one-stop shop to support humanitarian action.** Donors who fund CERF achieve bigger impact than bilateral funding by generating critical mass and leveraging CERF’s global reach.
- **CERF is a reliable and trusted tool, managed according to the highest standards of transparency, accountability and risk management.** CERF is in the top 10 of the most transparent international aid entities among the 1,600 organizations publishing their data (ref: IATI). All CERF grant information is available live on [OCHA - CERF DATA HUB](#).
- **CERF benefits from the expert advice of both affected and donor Member States.** The CERF Advisory Group is an independent body, comprised of diverse individuals drawn from donor and affected Member States appointed by the UN Secretary General.
- **CERF operates in complementarity with other sources of funding, including Country-based Pooled Funds,** as well as peacebuilding, development and stabilization funding wherever they co-exist.

Empowering humanitarian responders on the ground:

- **CERF funds the most relevant and impactful projects.** Funding decisions are made on the front lines by aid partners under the leadership of the Humanitarian Coordinator/Resident Coordinator and directly support the most critical components of humanitarian responses based on humanitarian prioritised need.
- **CERF fosters partnership building.** While CERF directly funds UN agencies, CERF also supports localized humanitarian action, with funds implemented through national and local

aid partners (in 2025 to date, about 16 per cent of all CERF funding was implemented by local and national partners).

Helping advance system-wide change:

- **CERF promotes innovative approaches for improved, accountable and dignified humanitarian action, notably via Early and Anticipatory Action (AA).** The establishment of AA frameworks ensures the delivery of assistance ahead of predictable emergencies and improves the efficiency and effectiveness of the response. To improve the timeliness and effectiveness of humanitarian action, as of mid-November 2025, the ERC has committed \$124.7 million in pre-arranged funding from CERF for 25 OCHA-facilitated AA frameworks. This covers an estimated 5.6 million people across 20 countries.
- **CERF is a leading global humanitarian funding tool to respond to climate-related humanitarian emergencies.** In recent years, the proportion of CERF funding for climate-related response has increased to over a third of its annual allocations in 2024. The CERF Climate Action Account launched in 2023 allows the Fund to further incentivize and scale-up climate-related humanitarian action. In 2025, the Emergency Relief Coordinator committed \$9.5 million through the Climate Action Account to fund innovative projects in eight countries, including Venezuela, Somalia, Mauritania, Zambia, and the Central African Republic. These allocations are delivering life-saving assistance while strengthening resilience through measures such as solar-powered water systems, climate-adaptive WASH infrastructure, drought-resilient agriculture, and gender-responsive programming. OCHA provides, on an annual basis, a clear narrative of results that demonstrates the catalytic value and positive impact of contributions to the Climate Action Account, offering flexibility to report in ways that align with donor priorities and requirements.

Specific to the Asia Pacific region

- **CERF is a major humanitarian player in Asia and the Pacific.** So far in 2025, CERF allocated \$92.6 million to life-saving activities for 4 million people across the region, including in Afghanistan, Lebanon, the Occupied Palestinian Territories (OPT), Myanmar, Pakistan and the Philippines and to address displacement, conflict, and natural disasters. Total funding to the Asia and Pacific region since CERF's inception in 2006 is \$1.6 billion.
- **CERF offers a lifeline to people affected by conflict and displacement.** So far in 2025, the Fund played a vital role in responding to rising humanitarian needs resulting from conflict, violence and displacement in Afghanistan, Lebanon and the OPT – disbursing a total of \$60 million. For instance, CERF allocated \$20 million from its RR window to help scale up life-saving assistance and bolster winter preparedness under the UN-coordinated 60-day Ceasefire Response Plan in OPT. The allocation included \$9 million to sustain essential fuel supplies to keep hospitals, water systems, and other critical services functioning amid a territory-wide electricity blackout, and a \$11 million top-up endorsed shortly after the announcement of the ceasefire.
- **CERF advances accountable and dignified humanitarian action through AA, which is crucial in a disaster-prone region like the Asia Pacific.** So far in 2025, CERF had committed \$36.2 million to 7 OCHA-facilitated AA frameworks in the region, including Afghanistan (drought), Bangladesh (floods & tropical cyclones), Fiji (tropical cyclones), Nepal (floods), Philippines (tropical cyclones), Myanmar (tropical cyclones). The AA framework for drought in Afghanistan was activated on 1 April 2025, releasing \$6.7 million to UNICEF, FAO, UNFPA,

WFP, UN Women to assist about 200,000 people with cash support, livestock protection, WASH services, as well as protection and health activities. This activation marks the first time an AA framework has had pre-arranged, dedicated financing from both CERF and a Country Pooled Fund from the outset, with funding simultaneously released upon activation.

- **CERF was proactive in ensuring an anticipatory response to super Typhoon Fung-Wong in the Philippines.** The AA framework for tropical cyclones was activated on 6 November, following forecasts of the rapid intensification of Super Typhoon Fung-Wong. This prompted CERF to release \$5.95 million, helping to deliver life-saving assistance to more than 400,000 vulnerable people at high risk of severe impacts from the cyclone. Activities focused on multi-purpose cash, food security, WASH, protection, health, shelter, and camp coordination and management, helping communities better withstand the storm's impacts.
- **With the Asia-Pacific region being hard hit by climate change and extreme weather events, the CERF Climate Action Account provides a channel for CERF to address urgent humanitarian needs while helping vulnerable communities build resilience against future shocks.** For example, in 2025, CERF made a dedicated thematic allocation of \$1 million to support UNICEF in implementing a climate-smart WASH initiative aimed at strengthening adaptive capacity and resilience to future climate shocks in crisis-affected communities. This funding was made possible through generous contributions to the CERF Climate Action Account.

Specific to the Latin America and Caribbean region

- **CERF is an impactful humanitarian player in the Latin America and Caribbean region.** So far in 2025, CERF allocated \$45.9 million to over 1.2 million people in need of life-saving assistance across the region, including Bolivia, Colombia, Cuba, Guatemala, Haiti, Honduras, Jamaica and Venezuela to address conflict, natural disasters and economic disruptions. Total funding to the Latin American and Caribbean region since CERF's inception in 2006 amounts to \$652 million.
- **CERF advances accountable and dignified humanitarian action through AA, which is crucial in a disaster-prone region like Latin America and the Caribbean.** So far in 2025, CERF had committed \$18.5 million to five OCHA-facilitated AA frameworks in the region, including Cuba (tropical cyclones), El Salvador (drought), Guatemala (drought), Honduras (drought) and Haiti (tropical cyclones). The AA framework for drought in Guatemala was the first one to activate in the region, on 24 July 2025, after trigger thresholds were met as a result of a severe rainfall deficit expected during the September–November 2025 season. CERF allocated \$4 million to assist more than 51,000 people through multi-purpose cash, livestock protection, WASH, food assistance, and health interventions ahead of the predicted drought.
- **CERF was proactive in ensuring early and effective responses to Hurricane Melissa,** allocating a total of \$12 million across the Caribbean region. Through the AA framework, \$4 million was released for Haiti on 21 October, enabling life-saving assistance for over 100,000 people ahead of hurricane-related catastrophic flooding. Another \$4 million was triggered for Cuba on 24 October, enabling food, shelter, health, education, and WASH support to 170,000 people at severe risk. When the hurricane made landfall in Jamaica as a Category 5 storm on 28 October, CERF fast-tracked a \$4 million RR allocation to scale up humanitarian operations, including multi-purpose cash assistance. The monitoring tools built by OCHA to track hurricanes for the AA frameworks in Cuba and Haiti provided crucial information to support the urgent release of this allocation.

- **CERF funding enables comprehensive needs-based responses to humanitarian crises.** In August 2025, as armed attacks and mass displacement escalated outside Port-au-Prince, the Emergency Relief Coordinator allocated \$9 million from CERF's RR window to assist 140,747 people in Haiti's hardest-hit Centre and Artibonite departments. The funding supports urgent needs in WASH, Protection, Health, Food Security, and Camp Management, ensuring access to food, shelter, healthcare, and protection services while strengthening community-based measures to prevent gender-based violence.
- **With the Asia-Pacific region among the hardest hit by climate change and extreme weather events, the CERF Climate Action Account provides a channel for CERF to address urgent humanitarian needs while helping vulnerable communities build resilience against future shocks.** In 2025, CERF allocated \$1.1 million to Venezuela to support Indigenous-led, community-driven interventions in La Guajira—one of the country's most climate-vulnerable regions. This funding enabled FAO and UNICEF to implement critical WASH, health, and food security activities rooted in ancestral knowledge and adaptive practices. This funding was made possible through generous contributions to the CERF Climate Action Account.

Specific to the Africa region

- **CERF is a major humanitarian actor in Africa.** So far in 2025, it has allocated \$173.4 million across the continent, addressing humanitarian needs caused by conflict, disease, and natural disasters, helping to assist over 9 million people. Sudan, Democratic Republic of the Congo (DRC) and Chad are among the five largest recipients of CERF allocations globally this year. Since its inception in 2006, CERF has provided nearly \$6.5 billion to the Africa region.
- **CERF promotes innovative approaches for improved, accountable and dignified humanitarian action via AA.** So far in 2025, CERF has committed \$70 million to 13 OCHA-facilitated AA frameworks in the region, in Ethiopia (drought and floods), Kenya (drought), Madagascar (tropical cyclones), Mozambique (tropical cyclones & cholera), Burkina Faso (drought), Chad (drought & floods), DRC (cholera), Niger (drought & floods), and Nigeria (floods). In the DRC, throughout 2025, the cholera Anticipatory Action (AA) framework was triggered three times: in North Kivu in March, in Maniema and Tshopo in May, and in Kinshasa in July. CERF allocated \$750,000 for each activation, totaling \$2.25 million and reaching over 400,000 people. These timely interventions helped curb outbreaks before they escalated, contributing to a case fatality rate below 0.1 per cent, a remarkable achievement in one of the world's most challenging humanitarian contexts.
- **With Africa being hard hit by climate change and extreme weather events, the CERF Climate Action Account provides a channel for CERF to address urgent humanitarian needs while helping vulnerable communities build resilience against future shocks.** In 2025, CERF allocated \$700,000 in the Central African Republic to promote gender-responsive climate resilience in flood-affected, conflict-prone areas. The funding helped to rehabilitate Women's Multi-Service Centers as hubs for protection and climate-adaptive livelihoods and introduce gender-sensitive agricultural kits, solar-powered food processing platforms, and gender-climate alert bulletins. 80 per cent of this allocation has been channeled by UN Women to women-led organization. This funding was made possible through generous contributions to the CERF Climate Action Account.
- **CERF plays a critical role in addressing humanitarian needs arising from conflict, including food security.** In late October 2025, as violence against civilians and related displacement intensified in El Fasher and surrounding areas in Sudan, CERF allocated \$20 million in RR

funding to UN agencies to scale up supply distributions for 2.5 million people and maintain reserves for future operations across 17 hardest-hit localities. This funding helped mitigate pipeline breaks and ensured continuity of food, health, WASH, and non-food item supplies for the coming months.

Additional Key Messages on CERF for the Private Sector:

- **CERF is the emergency Fund of the UN Secretary General.** It enables humanitarian responders to deliver life-saving assistance whenever and wherever crises strike.
- **CERF funds are distributed to United Nations agencies** like the UN Children’s Fund (UNICEF), the World Food Programme (WFP), and the UN Refugee Agency (UNHCR) that are active on the frontlines of a humanitarian emergency.
- **CERF funding allocations are decided by local experts** under the guidance of the UN Humanitarian and Resident Coordinators, the senior-most UN officials in countries experiencing humanitarian emergencies.
- **CERF funding supports life-saving activities in the world’s most critical emergencies**, such as efforts to contain deadly disease outbreaks like cholera, deliver clean water and sanitation where none exist, provide food and shelter to families in crisis, and help communities begin to rebuild their lives.
- **Awards are based on the best local data and timely information.** Humanitarian partners jointly assess and prioritize the most urgent humanitarian needs under the leadership of the UN, fostering coordination as well as collaboration and collective ownership of the emergency response.
- **Companies and individual donors can trust that CERF funds are given to trusted, vetted UN agencies.** All funds are spent in accordance with the strictest standards to ensure aid is not diverted.
- **Global reach: CERF funds reached nearly 18 million people in 31 countries so far in 2025.** Some \$312 million – mostly from governments – was channeled to the best placed humanitarian organizations in the most acute emergencies in the world.
- **CERF funding is quick**, with initial awards made within days of a sudden emergency, enabling very rapid response in a crisis and serving as a catalytic tool that then allows partners to leverage additional funding from government and private sources.
- **Responding to the climate crisis:** CERF is now one of the leading humanitarian funding tools for climate-related emergencies, with more than a quarter of its funding each year helping people affected by shocks such as floods, droughts, and storms. The CERF Climate Action Account helps to channel climate-related funding to the world’s most vulnerable communities—those least responsible for climate change but most impacted by its effects.. Partners and any individual at [UN Climate Relief](#).