

# Communicating CERF value and impact



April 2021

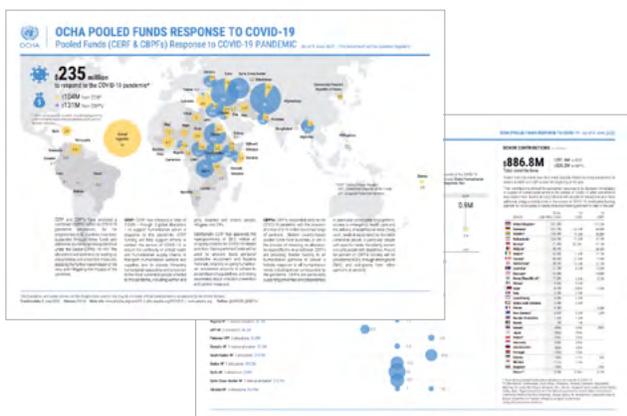
This year the Central Emergency Response Fund turns 15. The Fund has allocated more than \$7billion to help people with life-saving humanitarian assistance in over 100 countries. OCHA continuously works to promote a strong, agile and innovative CERF, showcase the impact of fast and flexible funding, 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 (CBPFs) and CERF. OCHA has developed a range of products and services to broaden its engagement and channel real-time information on CERF allocations for donors, partners, influencers and the general public.

## ILLUSTRATING THE IMPACT OF CONTRIBUTIONS

### CERF's reach and impact in the Covid response

2020 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 2020, OCHA combined previous reporting products into the first single [CERF Annual Results Report](#). This year the report will continue to provide a consolidated review of the actions CERF undertook and the results obtained with donor investment in the Fund. A key tool for donor visibility and fund accountability, the Annual Results Report helps donors justify their support to CERF, advocate for unearmarked funding, including through testimony from their own senior officials, and promote their commitment to underfunded crises and sectors: saving more lives, faster and more effectively.



At the end of 2020, OCHA launched the new [Pooled Funds Data Hub](#) Platform. The Data Hub provides donors with data on how individual contributions have been allocated across global humanitarian operations. Providing real-time updates on allocations from both CBPFs and CERF, the new portal includes the option to sign up to automatic email updates on CERF allocations as well as giving donors easy access to a wide array of datasets and interactive visualizations.

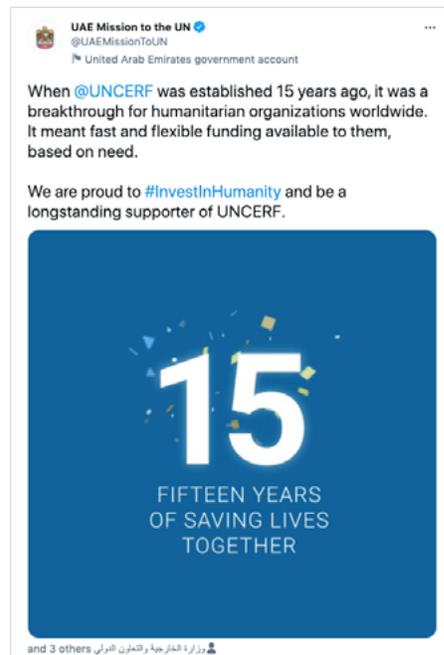


## DIGITAL CONTENT AND PROMOTION

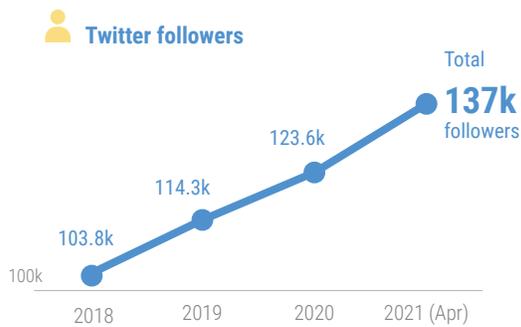
OCHA engages with digital communities and uses social and other online platforms to show how CERF funds directly help people, and the real impact of humanitarian financing innovations. OCHA maintains a dedicated website, [cerf.un.org](http://cerf.un.org), an active Twitter presence at [@UNCERF](https://twitter.com/UNCERF) 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, followed and amplified by influential accounts, such as the UN Secretary-General, donors, prominent activists and decision-makers, CERF's social media content has reached close to 708,000 people. In 2020 content reached 2.6 million viewers. 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 were made publicly available and accessible via the [Trello platform](#).

Offering targeted digital assets and toolkits like this enable partners to actively engage with CERF and their own audiences through these widely-used platforms and help 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 developing tailored versions of videos and graphics for various audiences in different languages.



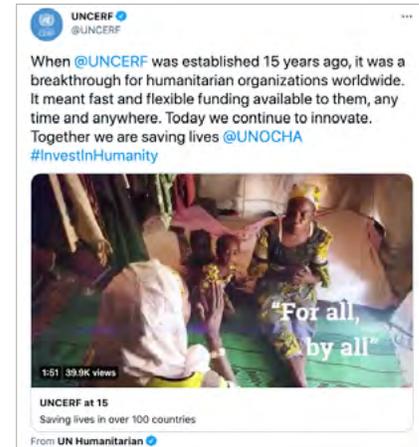
## CERF Twitter account growth




**2.6M** impressions in 2020 represents a **73%** increase in total impressions since 2019

## Top CERF tweet in 2021

**115** Retweets  
**312** Likes  
**404,401** impressions  
**23,478** 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 2020 OCHA showcased CERF’s record allocations in 2020 and its agile response to the COVID pandemic, featuring innovations like block grants and direct NGO funding. The flagship annual event was also an opportunity for an expression of solidarity with the most vulnerable people needing humanitarian assistance just to survive the pandemic. A social media campaign leading up to the pledging conference allowed ‘Voices from the field’ to tell their own story.

Working with partners and donors in pledging events for individual crises across the year, OCHA creates and shares stories and videos that show the difference CERF funding has made to people on the ground as they and their families face terrible challenges. Helping explain how CERF and country-based pooled funds provide complementary assistance in different ways is also valuable to investors: passing the bleak milestone of a decade of [crisis in Syria](#) this March gave OCHA the opportunity to reflect on the contributions made by both funds since 2011 and thank our donors for their unwavering support.

