

HUMANITARIAN ASSISTANCE FROM NON-STATE DONORS

What is it worth?

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INTRODUCTION

Humanitarian need around the world is increasing. In and around Syria the already unprecedented levels of need are still escalating, in the Philippines relief response in the aftermath of Typhoon Haiyan continues, while in the Central African Republic (CAR) and South Sudan the number of people affected by conflict continues to rise. As a result of these and lesser-reported crises, funding requirements for the United Nations (UN) Office for the Coordination of Humanitarian Affairs (OCHA) annual humanitarian appeals are going up and look set to continue to do so in 2014.

Yet international humanitarian funding is not keeping pace: 2013 saw the highest level of unmet financing need in response to the UN appeal in over a decade, and humanitarian response agencies are looking beyond donor governments to other sources to fill the gap. Non-state – or private – funding is therefore growing in importance. Private funding from individuals, trusts and foundations, and companies and corporations is not only valued for its volume. Humanitarian agencies also value the flexibility and reliability of private funds because they come with less earmarking and a longer time frame than funding from institutional or state donors.

Despite its growing importance, there is no systematic reporting of private funds, so it is impossible to gauge accurately how much there is, or where and how it is spent. Until there is a shared and reliable evidence base it is impossible to accurately measure progress, or to coordinate and target resources effectively. The ability to hold all actors to account is also severely hampered.

This research draws on a broad set of data sourced from humanitarian agencies to construct a picture of private humanitarian assistance. It measures humanitarian funding from individuals, foundations, and companies and corporations: who the money comes from, who raises it, and where it is spent.

The role of these private donors clearly goes beyond purely financial donations. There is an acknowledged rise for example in corporate partnerships, where expertise, human resources and goods are given. However, reporting makes the value of these hard to quantify. Where gifts in kind are given a financial value by the receiving organisation, this value is included in our analysis. Strategic partnerships, volunteering and other forms of support are not included as there is no such data available on these forms of assistance.

Due to the limited availability of data, our non-governmental organisation (NGO) figures and our figure for total private humanitarian assistance are estimates (see methodology section for details). The report covers the period 2008–2012, as there is currently no data available for 2013.

GLOSSARY OF KEY TERMS

Institutional: Funding from donor governments, and multilateral funding from international institutions, such as the African Development Bank and UN pooled funds

Private: Funding from individuals, private trusts and foundations, and companies and corporations

National Societies: National Red Cross and Red Crescent Societies which support the public authorities in their own countries as independent auxiliaries to the government in the humanitarian field

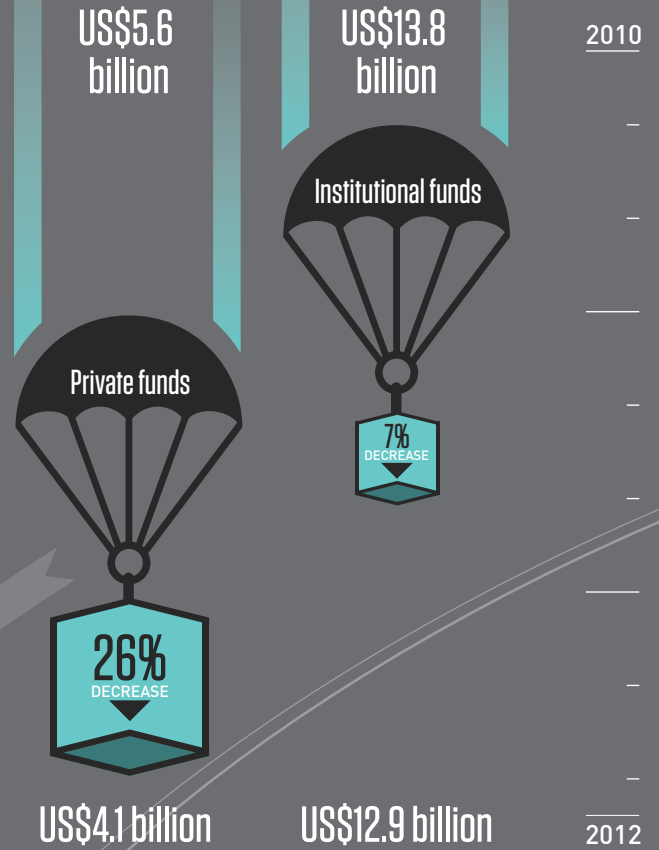
National Committees: A network of 36 independent local non-governmental organisations based in different countries, which work to raise funds, promote children's rights and secure visibility for UNICEF and its causes.

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PRIVATE HUMANITARIAN ASSISTANCE IN NUMBERS

What is it worth?



Where does the money come from?



Humanitarian agencies are looking to diversify their funding streams by focusing on emerging markets

Asia AND THE Middle East

are playing an important role

Funding from private companies and corporations was an estimated

US\$201 million
2012

US\$1.1 billion
between
2008 2012

IN HUMANITARIAN ASSISTANCE



Largest single private donor
The Bill and Melinda Gates Foundation

★ US\$12 million ★
2012



Where is it spent?

Conflict-related crises

Most dependent on **institutional donors** for funding

£20.8 million

Average amount of funding raised by a DEC appeal



x3



Natural disasters

Significant proportion of overall funding comes from **private donors**

£67.2 million

Average amount of funding raised by a DEC appeal

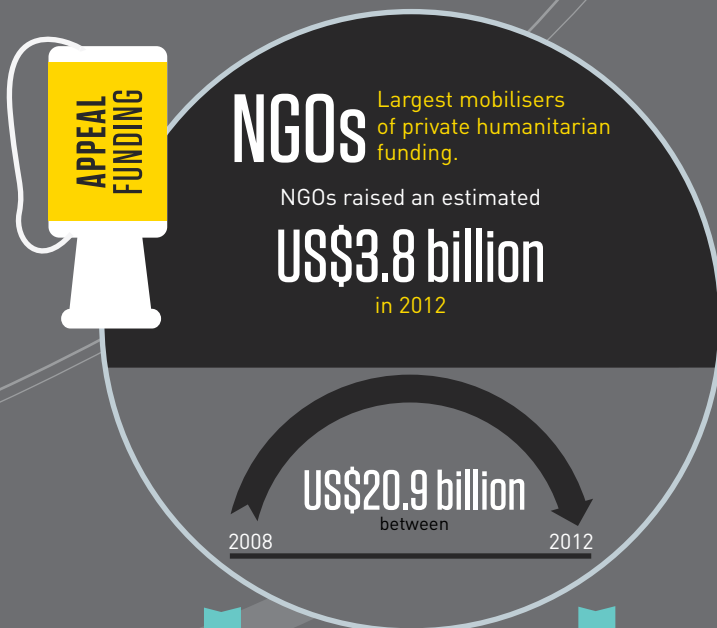
Natural disasters raise on average over three times more than conflict-related crises

Private and institutional funds
Only two of the top five recipients of bilateral government funding in 2012
South Sudan and **Somalia**
were among the top five recipients of private funds in the same year.

Slow-onset, chronic crises such as those relating to internal conflict tend to attract less public donor support than natural disasters.

The public responds generously to rapid-onset, natural disasters – demonstrated by record levels of private funding in 2005 and 2010 in response to the Haiti earthquake and the tsunami.

Who raises it?



The UN agencies in our study set rely on institutional sources for over **95%** of their humanitarian funding

Médecins Sans Frontières

raised almost **25%** of all private humanitarian assistance in 2012

3x as much as the other **23 agencies** in our study

Since 2006 the UN Refugee Agency's (UNHCR) private income has increased by

almost **9x** from **US\$22 million** to **US\$191 million**
2006 2013

Better information

The data presented in this report is based on a combination of publicly available information on, and data provided to us by,

75 NGOs, 6 UN agencies
the IFRC and ICRC

If all actors published their data in an open and comparable format, such as to the International Aid Transparency Initiative (IATI) standard, we would have a much more accurate understanding of the resources available, which would improve

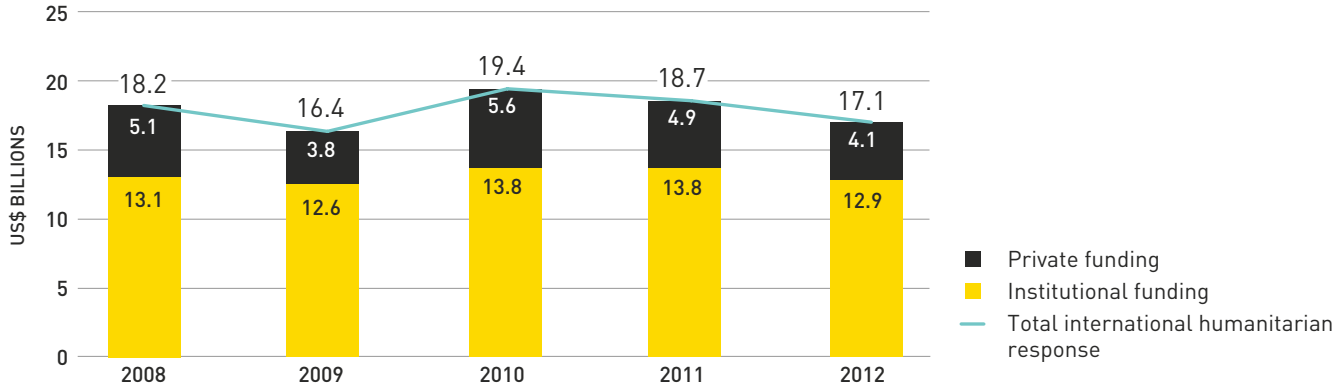
coordination, efficiency and effectiveness
of humanitarian assistance

Top 5 humanitarian fundraisers

- 1 Médecins Sans Frontières
- 2 UNHCR
- 3 UNICEF
- 4 ICRC
- 5 Islamic Relief Worldwide

TRENDS AT A GLANCE

FIGURE 1: TOTAL INTERNATIONAL HUMANITARIAN ASSISTANCE, 2008–2012



Source: Development Initiatives based on OECD DAC, UN OCHA FTS and GHA's unique dataset of private voluntary contributions

Private donors contributed US\$4.1 billion of humanitarian assistance in 2012, representing 24% of the total international response. Over a quarter of all international humanitarian assistance came from private donors between 2008 and 2012.

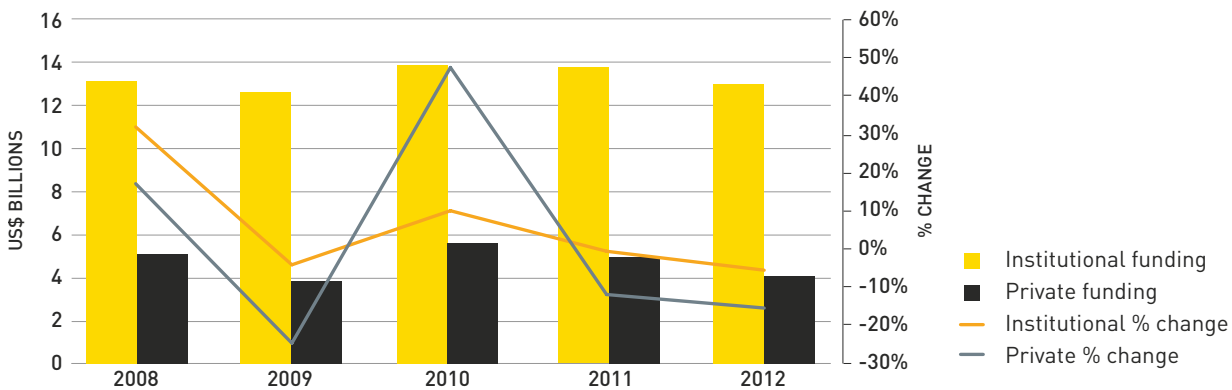
Funding from all actors peaked in 2010, driven largely by the Haiti earthquake and floods in Pakistan. However, both institutional

and private funding fell for two consecutive years after this to pre-2010 levels.

The public response to both increasing and decreasing humanitarian need appears to be more volatile than that of institutional donors, displaying sharper rises and steeper falls almost every year. Private donors responded generously to the disasters of 2010, increasing donations by 13% from the

previous year, compared with a 7% increase in institutional funds. But without a 'mega-disaster' to drive up donations in 2011 and 2012, private funding fell more steeply than institutional funding. Following this pattern, we might expect significant increases in 2013 and 2014 in response to Typhoon Haiyan in the Philippines and the ongoing Syria crisis.

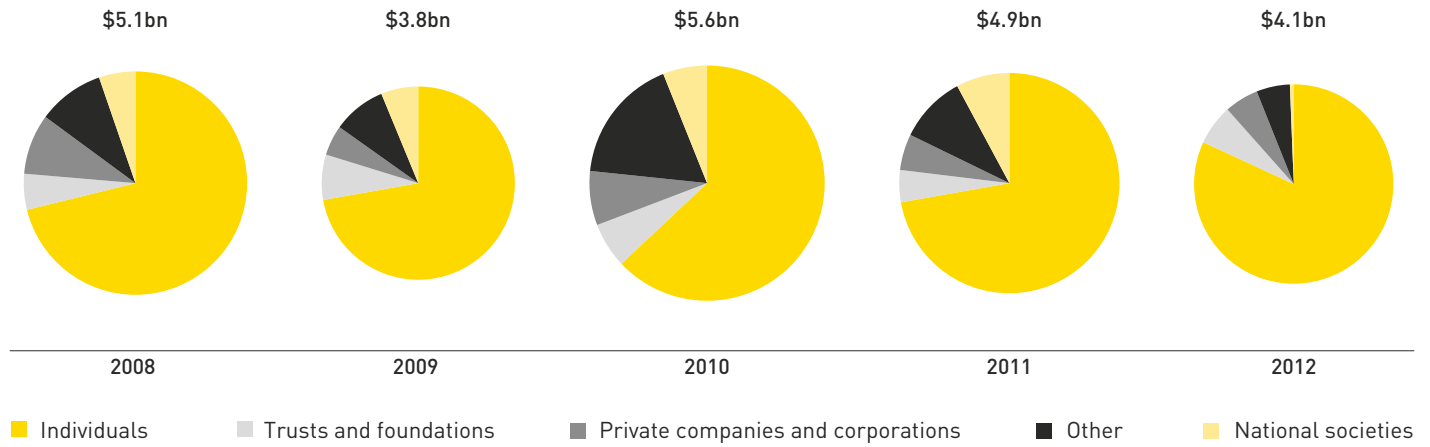
FIGURE 2: PRIVATE AND INSTITUTIONAL HUMANITARIAN ASSISTANCE AND ANNUAL PERCENTAGE CHANGE, 2008–2012



Source: Development Initiatives research

WHERE DOES THE MONEY COME FROM?

FIGURE 3: PRIVATE HUMANITARIAN ASSISTANCE BY DONOR TYPE, 2008–2012



Source: Development Initiatives research

Individuals contribute the overwhelming majority of private funding, and their share has grown in both of the past two years. However, private companies and corporations, foundations, Red Cross National Societies and United Nations Children’s Fund (UNICEF) National Committees contribute over 25% of the total, on average, between them.

At an estimated US\$3 billion, donations from individuals made up 82% of all private humanitarian assistance in 2012, dwarfing contributions from foundations (7%), private companies (5%) and National Societies (5%).

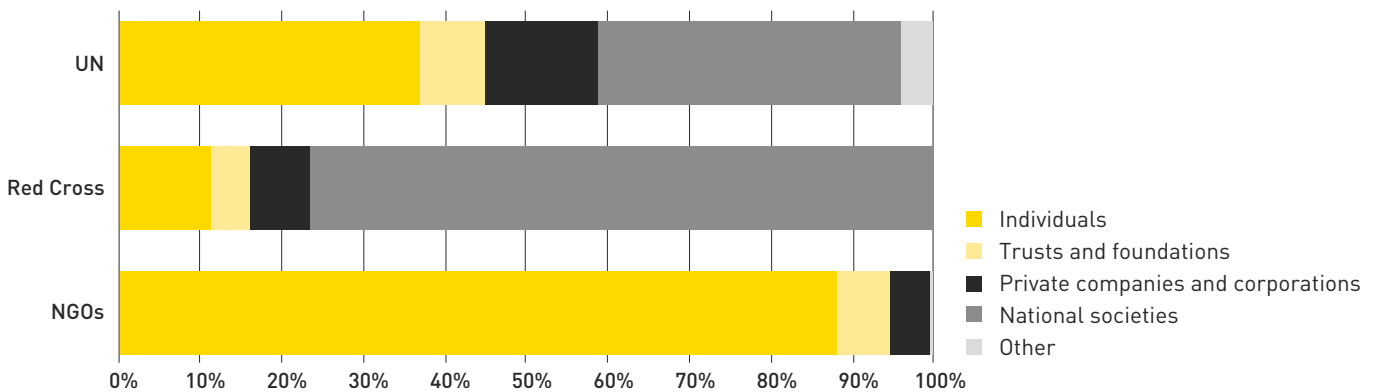
However, this hides significant differences between different types of response agencies.

While NGOs rely on individuals for almost 90% of their private humanitarian income, individuals provide less than 40% of UN agencies’ private income. Of all agency types, the UN raises the largest proportion of its private income from companies and foundations, but still depends on individuals and National Committees for the majority.

Over 75% of Red Cross private funding is from National Societies. However, these figures from National Societies and Committees may ‘hide’ yet more individual

giving. Research carried out by GHA in 2011 indicated that donations from individuals may account for up to 41% of the humanitarian income of Red Cross National Societies (see page 16). While there is no clear data on the source of funds raised UNICEF’s National Committees, it is likely that a similar proportion also comes from individuals and other private sources. It is therefore possible that for both the UN and the Red Cross funds raised through individuals represent a larger proportion than indicated in Figure 4; as much as 50% and 44% respectively.

FIGURE 4: PRIVATE HUMANITARIAN INCOME BY DONOR TYPE FOR NGOs, RED CROSS AND UN AGENCIES, 2012



Source: Development Initiatives research

Individuals

The vast majority of donations from individuals go to NGOs. UN agencies, however, are slowly but surely increasing their share. Unless institutional funding increases significantly, private sources – particularly individuals – will likely represent a key growth area for UN agencies.

Delivery agencies place a high value on income from individuals. Although the overall level of individual giving fluctuates significantly in response to particular disasters, many individuals will give regularly over a number of years. Money from regular individual donors is very loosely earmarked, if at all. This lack of earmarking combined with its long-term predictability is what makes individual donors so attractive, particularly to NGOs. NGOs are less dependent on institutional funds than UN agencies, which are guaranteed a certain amount of core institutional funding each year.

ZAKAT¹

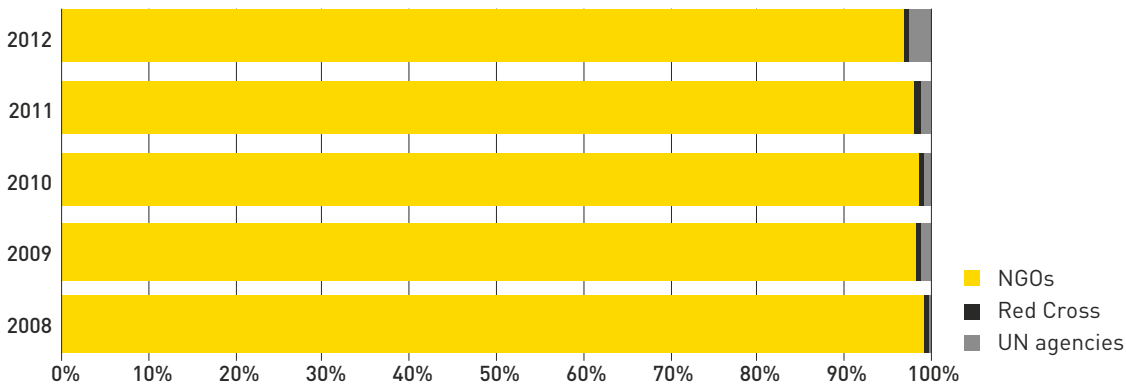
Zakat – the Muslim practice of charitable giving based on accumulated wealth – is one of the five pillars of Islam and is obligatory for all Muslims who are able to do so. The past 30 years has seen a growing interest in humanitarian activity among Muslims as part of expressing their spiritual obligations of Zakat. This has been facilitated by the emergence of international Islamic development organisations, which use Islamic precepts to serve predominantly Muslim communities in need. In the absence of reliable data, estimates vary widely, but every year between US\$200 billion to US\$1 trillion is thought to be spent in ‘mandatory’ alms and voluntary charity across the Muslim world.²

Zakat is intended to balance social inequality and promote a more just society, thereby forming the basis for humanitarianism in Islam. It is supposed to empower communities and address their needs sufficiently to lift them out of poverty. The eight categories of recipients are:

1. the poor
2. the needy
3. Zakat workers
4. those whose hearts are being reconciled
5. liberating slaves/captives
6. persons under debt
7. those involved in work for the sake of God
8. the traveller (those stranded in a foreign land).

While the sources and recipients of Zakat are not fully known, the sums channelled to humanitarian crises are likely to be significant. There is also a growing interest amongst agencies in better tapping its potential, with organisations outside of the traditional Muslim aid agencies beginning to conduct Zakat-based fundraising drives, such as UNHCR’s current Zakat Syria Campaign.³

FIGURE 5: PRIVATE DONATIONS FROM INDIVIDUALS, 2008–2012



Source: Development Initiatives research. Note: Excludes funds from individuals to Red Cross National Societies or UNICEF National Committees.

Companies and corporations

Humanitarian assistance from private companies and corporations was an estimated US\$201 million in 2012, and in the five years between 2008 and 2012 they provided over US\$1.1 billion. NGOs receive the bulk of funding from companies and corporations. However, as with funding from individuals, the UN's share here is also increasing, and at a more rapid pace.

In 2008 UN agencies received less than 1% of all humanitarian funding from private companies; by 2012, their share had increased to 15%. In 2012 UNHCR alone received over US\$20 million from the IKEA Foundation.

Corporate sector involvement in humanitarian assistance has changed dramatically in recent years; where previously there were direct donor-recipient relationships between aid agencies and companies, there are now 'corporate partnerships'. As recent studies by the Overseas Development Institute (ODI) and Humanitarian Futures Programme show,⁴ the corporate sector is no longer merely a source of goods, services and philanthropy for humanitarian actors; its role in responding to disasters and reducing vulnerability is expanding to include a range of different forms of partnership and involvement going beyond financial support, to skills sharing, long-term partnership working (often known as 'public-private partnerships'), and staff volunteering.

CORPORATE GIVING THROUGH AMMADO

The International Federation of Red Cross and Red Crescent Societies (IFRC) is focusing on growing its corporate income, and recently began using ammodo,⁵ a global donation and engagement platform, as a platform to increase and improve the efficiency of corporate donations for large-scale emergencies.

The IFRC has learnt from its corporate fundraising experience that employees want to be personally involved rather than just see a financial contribution from their employer. Ammodo provides a widget that can be embedded in a corporate partner's intranet site within minutes of a disaster hitting. This enables employees to donate through their company appeal to their local Red Cross or Red Crescent National Society, thus ensuring a local connection and tax benefits. The company will usually match the money raised by its employees.

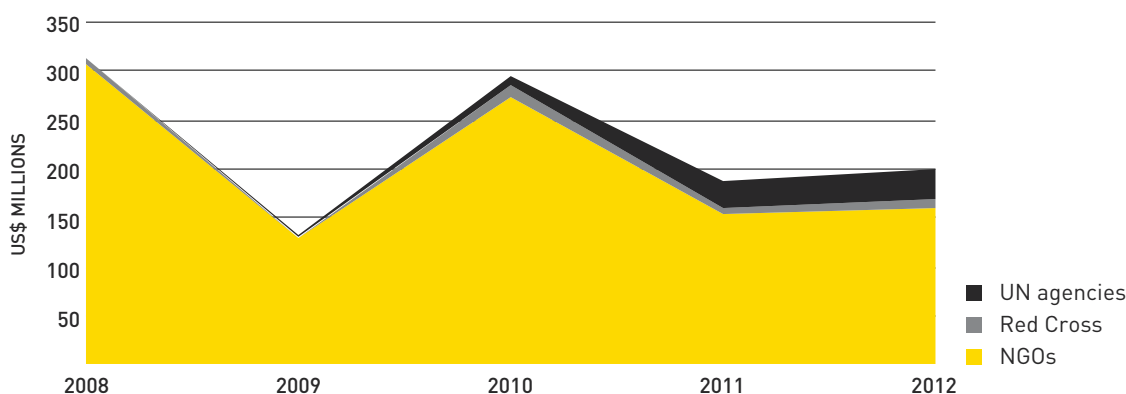
Using ammodo, the IFRC is able to track in real time how much money is raised globally by corporations and their employees in response to an emergency, and is better able to predict how much will be raised overall. Once an employee

has donated and agreed to share their contact details, the local Red Cross or Red Crescent National Society is able to follow up with information and invite them to become a regular donor.

Over 80 companies worldwide partnered with the IFRC using ammodo following Typhoon Haiyan, reaching over three million employees and raising over US\$1.4 million in under two weeks. The average employee donation was US\$78.58 – higher than any other online donation platform – and donations were received from 120 countries.

The speed of set up and ease of use meant that the IFRC was able to manage many more company appeals than during any previous disaster. For many of these companies, this was the first time that they were able to conduct such a global fundraising drive. Through the partnership the IFRC believes that it will be able to work with increasing numbers of companies in emergency situations and will be able to raise more funds from employees by leveraging the learnings from previous appeals.

FIGURE 6: TOTAL HUMANITARIAN ASSISTANCE FROM PRIVATE COMPANIES BY AGENCY TYPE, 2008–2012



THE IKEA FOUNDATION

The IKEA Foundation is the philanthropic arm of Swedish furniture giant, IKEA. Total donations have increased year on year from €45 million in 2010 to €101 million in 2013, and it is the largest corporate donor to UNICEF, UNHCR and Save the Children. There is no data available on the foundation's total humanitarian funding, however in 2013 "Donations after emergencies" included €4 million to Médecins Sans Frontières (MSF), £2 million to UNICEF, and €1.45 million to Save the Children..

The foundation's emergency response funding focuses on providing support following natural disasters and in post-

conflict situations. It is also currently in the second year of a three-year partnership with UNHCR worth €73 million, to improve education and shelters for families and children living in refugee camps in Ethiopia, Sudan and Bangladesh.

Support is provided through a combination of IKEA products donated as gifts in kind – for example, in 2013 it gave 50,000 mattresses to UNHCR for Syrian refugees – and providing financial support to implementing agency partners to fund their response. IKEA is also currently supporting the development of a new prototype emergency shelter for refugees and displaced people.

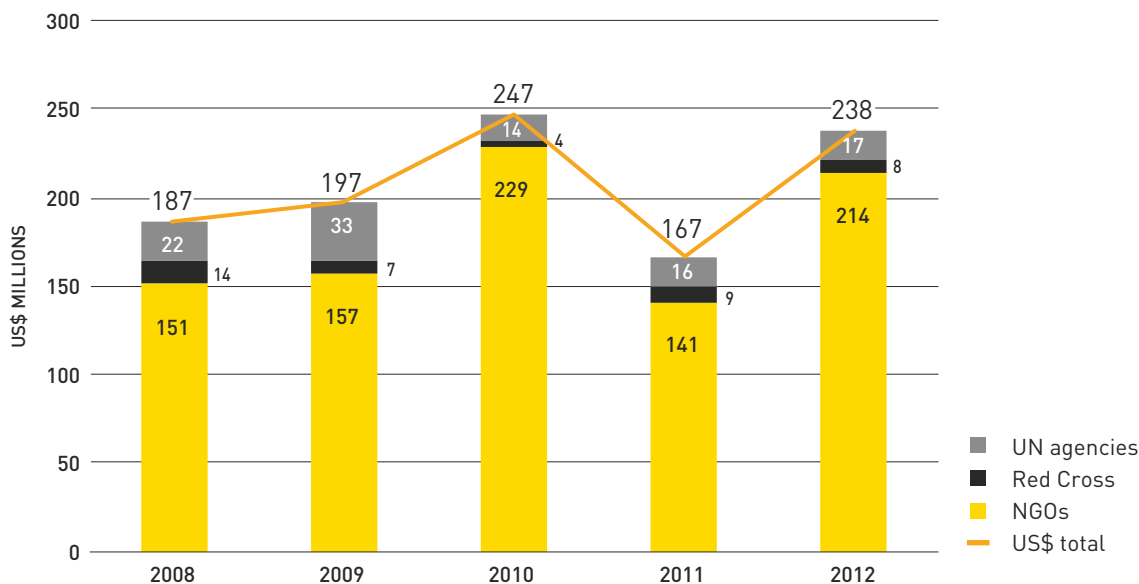
Corporate support is particularly difficult to measure as it often goes beyond a straightforward transaction. In the Philippines, for example, the Cebu Chamber of Commerce and Industry provided logistical support to the development of a local airport as an international hub for relief flights following Typhoon Haiyan. Due to a lack of available and reliable data, our analysis includes only cash or gifts in kind where the receiving organisation applies a financial value to the donation in its reporting procedures. If the monetary value of all gifts in kind, partnerships and other forms of support were included, we would expect contributions from companies and corporations to be significantly higher.

With the UN in particular focusing its fundraising efforts on companies and corporations, and the private sector increasingly involved in discussions around financing and supporting development activities, it seems likely that private sector humanitarian support – be it through cash, in-kind or any other form of engagement – will rise in the coming years.

However, the relationship between humanitarian actors and the private sector is complex, as it presents potential conflicts of interest and ethical questions, as well as practical ones of timescale and coordination. While private sector involvement can benefit humanitarian relief, any company providing or supporting humanitarian activities is expected to conform to key humanitarian principles as set out in UN OCHA and the World Economic Forum's Guiding Principles for Public-Private Collaboration for Humanitarian Action.⁶

Foundations

FIGURE 7: TOTAL HUMANITARIAN ASSISTANCE FROM FOUNDATIONS BY AGENCY TYPE, 2008–2012



Source: Development Initiatives research

Humanitarian assistance from foundations peaked at an estimated US\$247 million in 2010, probably in response to the Haiti earthquake and Pakistan floods. After a drop in 2011 it went back up in 2012, almost to the amount seen in 2010. As with private funding from individuals and companies, the majority of humanitarian assistance from foundations goes to NGOs. The proportion of foundation funding received by UN agencies decreased from 12% in 2008 to 7% in 2012.

There is a grey area between foundations (as we refer to in this report), and companies and corporations that operate their CSR activities through a registered foundation. For the purpose of this report we refer to foundations as funding bodies that are not affiliated to a private company or corporation. Foundations which function as the CSR arm of a private company, such as the IKEA foundation, are included in our corporate giving analysis.

Top donors

According to available data, the Bill and Melinda Gates Foundation is the largest single donor of private humanitarian assistance, reporting over US\$51 million to UN OCHA Financial Tracking Service (FTS) in the five years between 2009 and 2013.

TABLE 1: TOP FIVE PRIVATE HUMANITARIAN DONORS REPORTED TO THE UN OCHA FTS, 2009–2013

DONOR	US\$
1. Bill and Melinda Gates Foundation	51,370,153
2. Qatar Charity*	44,697,236
3. Khalifa Bin Zayed Al Nahayan Foundation	39,727,327
4. International Islamic Relief Organization*	25,241,190
5. Oman Charitable Organization*	23,900,000

*Note: that the majority of these organisations' contributions were made in 2013 in response to the Syria crisis: US\$29,585,717 (66%) for Qatar Charity, US\$24,947,112 (99%) for International Islamic Relief Organization, and US\$23,900,000 (100%) for the Oman Charitable Organization. The top five donors in 2012 were: Gates Foundation (US\$12.1 million), Gift of the Givers Foundation (US\$1.2 million), Sheikh Thani bin Abdullah Foundation for Humanitarian Services (US\$1.1 million), Canadian Coalition (US\$606,198) and Children's Investment Fund Foundation (US\$509,900). Source: UN OCHA FTS

In focus: emergency funding from the Bill and Melinda Gates Foundation

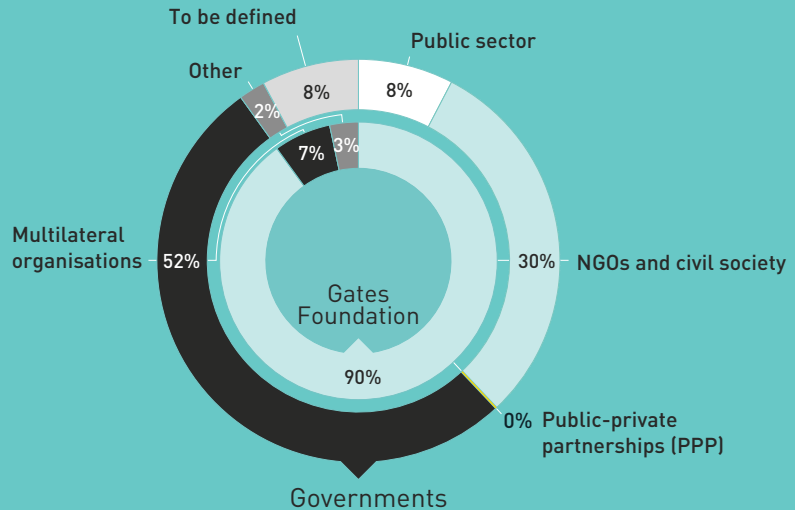
Humanitarian assistance represents just 0.6% of all development funding from the Bill and Melinda Gates Foundation, compared with an average of 10% for the Organisation for Economic Co-operation and Development (OECD) Development Assistance Committee (DAC) government donors. However, at over US\$12 million in 2012, it is by far the largest single private donor of humanitarian assistance according to reported figures (representing an estimated 0.3% of all private humanitarian assistance in 2012).⁷

The Gates Foundation generally focuses its emergency funding on silent or forgotten emergencies, and concentrates on supporting crises in countries that score low on the Human Development Index. In 2012, the top recipients were Senegal (US\$2.3 million); Philippines (US\$1.2 million); Mali (US\$1.2 million); Democratic Republic of Congo (US\$1 million) and Nigeria (US\$1 million).

The foundation's emergency funding is designed to be fast and flexible, with the majority disbursed as fast-track funding to address high-impact, rapid-onset disasters and complex emergencies when there is a clearly demonstrated acute need. Instead of requiring funding proposals, it has a group of pre-selected partner organisations that are automatically eligible for funding if a disaster hits. Typically, within 24 to 72 hours, funding is approved to those partners with local and national capacity to respond effectively, focusing upon agreed humanitarian sectors and areas of expenditure.

Almost all Gates Foundation emergency funding – 90% – is delivered through NGOs, compared to just 30% of humanitarian funding from international governments.

FIGURE 8: FIRST LEVEL CHANNELS OF DELIVERY, EMERGENCY FUNDING FROM THE BILL AND MELINDA GATES FOUNDATION AND BILATERAL HUMANITARIAN ASSISTANCE FROM GOVERNMENTS, 2012



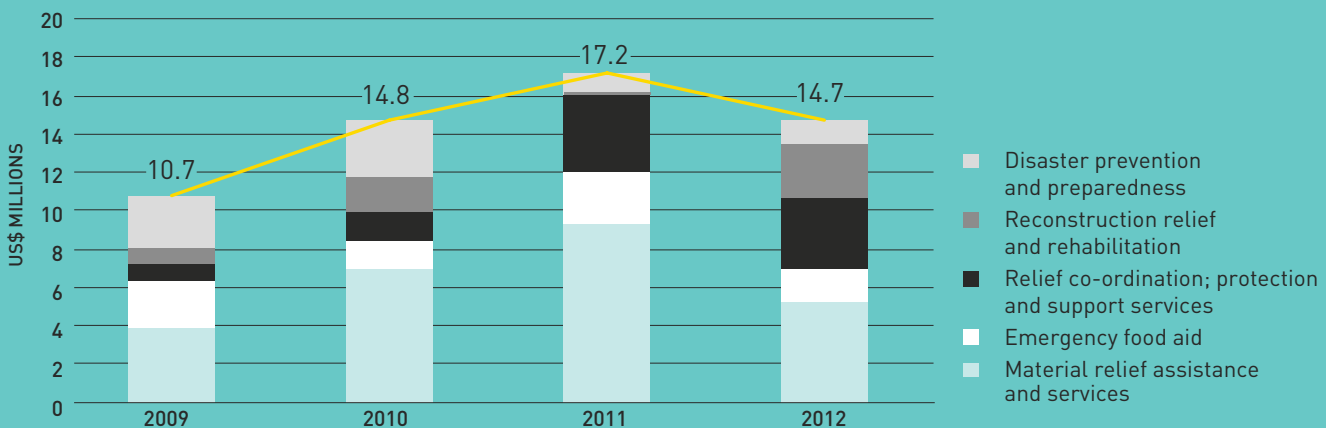
Source: Development Initiatives based on OECD DAC CRS

Flexibility is a key feature of Gates Foundation emergency funding in recognition of the fact that, in the early days of a response, the environment and need will change rapidly and significantly, so partner agencies are able to tailor their activities to actual need. Funding tends to be short-term – up to twelve months. This is meant to leverage or attract longer-term funding from other donors, on the basis that additional funding for a response, and not going it alone, will increase the chances of long-term successful programming.

Funding for slow-onset emergencies requires a short-form proposal and can be medium-term in nature – in some instances up to two years.

Most Gates Foundation emergency funding supports immediate response to rapid-onset crises, and the majority is spent on material relief assistance and services, followed by relief coordination, protection and support services.

FIGURE 9: HUMANITARIAN ASSISTANCE FROM THE GATES FOUNDATION BY SECTOR, 2009–2012



Source: Development Initiatives based on OECD DAC CRS

Emerging markets

There is very little data available on the geographic breakdown of private funds. However, while the agencies in our study set are predominantly headquartered in Europe and North America and raise the majority of their private income in these regions, they are increasingly looking to emerging and developing markets are attracting increasing amounts of attention from organisations. For all the organisations consulted for this report, Asia and the Middle East are playing an important role. While Africa is seen to be potentially important in the future, the only existing market reported to us was South Africa. Kenya and Nigeria were the next African markets that any of the agencies we spoke to were considering. The Gulf is important for all agencies we spoke to, with the Syria crisis increasing their profile in the region. South Korea was the most frequently cited key growth country.

Strategies differ between agencies and markets. For World Vision, the majority of its Asian humanitarian income is event-based for particular emergencies and much is earmarked for use within the region. It has no Asian income targets, though it does expect revenues to continue growing. The organisation is establishing national resource development programmes several countries, including the Philippines, Brazil, India, Mexico and South Africa, with an initial focus on mobilising funds for domestic use. For example, in response to cyclone Haiyan, World Vision Philippines was able to raise US\$1.7 million in country to use for response activities.

MSF is also looking to new markets to increase its income. While it will continue to invest in Europe and North America, MSF aims to diversify its revenue by focusing on developing new markets in the growing Asian and South American economies, as well as increasing its presence in the Gulf. A model used to break into European markets twenty years ago will not necessarily work in India

or Korea today, so the mix of fundraising products and channels is adapted according to the market. For example, face-to-face fundraising – which tends to be the main acquisition driver – can be adapted according to the context, and in India MSF uses ‘tele-fac-ing’ for its individual fundraising, which is a combination of telephone and face-to-face fundraising. Digital fundraising is also dependent on culture, and is an important channel in South Korea. Legislative factors may also be at play; India recently passed a Companies Act requiring large companies to devote 2% of their profits to CSR, making it a particularly attractive prospect from a corporate fundraising perspective.

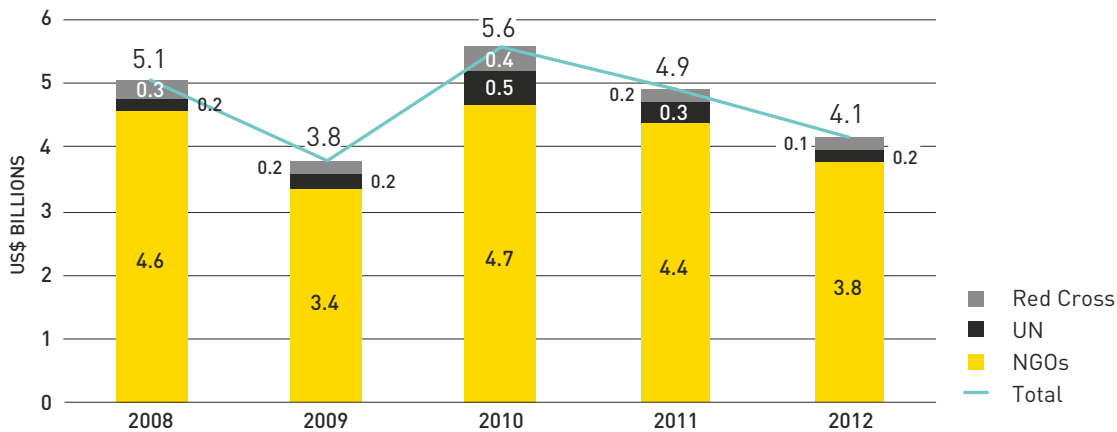
As fundraising in emerging and developing economies increases, so does the overlap between countries where humanitarian funding is raised and spent. In some countries the fundraising agency may also be active as a response agency, as is the case with MSF in South Africa, for example. While MSF does raise funds for local projects in these countries, it works to maintain its profile as an international responder with a global needs-based approach. World Vision and UNHCR also carry out fundraising campaigns in response to local crises. For example, World Vision’s national resource development programmes in new markets such as South Africa, India, Brazil and Mexico have an initial priority on domestic resource mobilisation. In certain markets such as India and Brazil, there are limitations to the exportation of funds raised in the country.⁸ However, MSF is working with other international NGOs to influence governments to review these regulations.

For Médecins Sans Frontières (MSF), the largest private fundraiser, 20% of their private income is from North America (the majority coming from the United States), over 60% from Europe, and the remaining 20% from Asia, Australia and Latin America.

In 2012, World Vision International’s Asian offices provided 25% of the organisation’s global income, which totalled US\$2.67 billion. Ten years ago, those same offices contributed 10%.

WHO RAISES IT?

FIGURE 10: TOTAL PRIVATE HUMANITARIAN ASSISTANCE BY TYPE OF DELIVERY AGENCY, 2008–2012



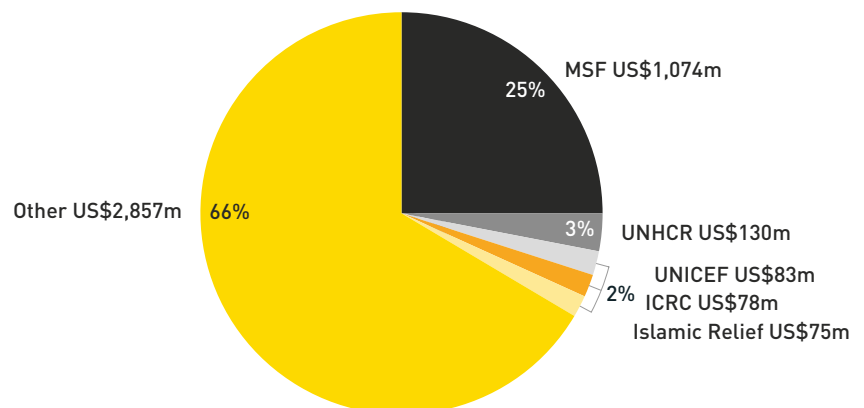
Source: Development Initiatives research

NGOs are by far the largest mobilisers of public support for humanitarian crises. Until 2008, the Red Cross raised the second highest levels, followed by UN agencies. However, in recent years the share of UN agencies has increased, overtaking the Red Cross, due mainly to increased efforts on private fundraising by UNICEF and UNHCR (see UN agencies section for further details).

Top fundraisers

According to GHA's data, MSF raised almost 25% of all private humanitarian assistance in 2012; almost three times as much as the other 23 agencies in our study set combined. Two UN agencies – UNHCR and UNICEF – followed, with the ICRC raising the fourth highest. Islamic Relief Worldwide was the only other NGO in the top five.

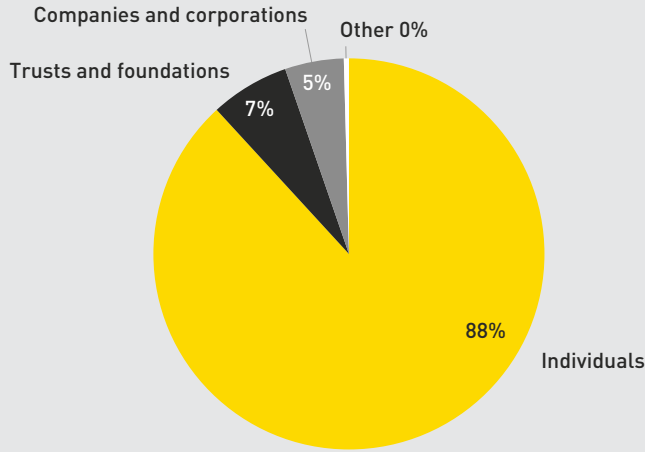
FIGURE 11: TOP 5 PRIVATE HUMANITARIAN FUNDRAISING ORGANISATIONS, 2012



Source: Development Initiatives research

NGOs

FIGURE 12: NGOS' PRIVATE FUNDS RAISED BY DONOR TYPE, 2012



Source: Development Initiatives research

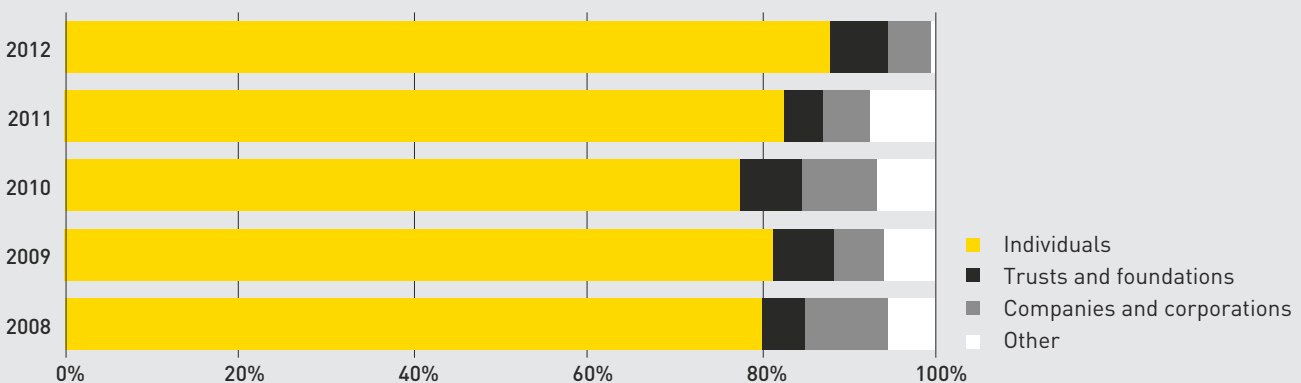
The vast majority of NGOs' private funds come from individuals – 88% in 2012. Our estimates suggest that NGOs raised US\$3.8 billion in private humanitarian funding in 2012, and US\$20.9 billion between 2008 and 2012.

Overall, NGOs rely on private funds for around 50% of their overall humanitarian income – the highest for all agency types – and are the preferred recipient type for all types of private donor. Yet this hides significant differences between organisations. MSF, for example,

relied on private donors for 89% of its income in 2012, and 89% of that was from individuals. The Danish Refugee Council, on the other hand, raises only 2% of its humanitarian funds from private sources.

The share of private funding to NGOs coming from individuals has increased overall for the last two years, from 78% in 2010 to 88% in 2012.

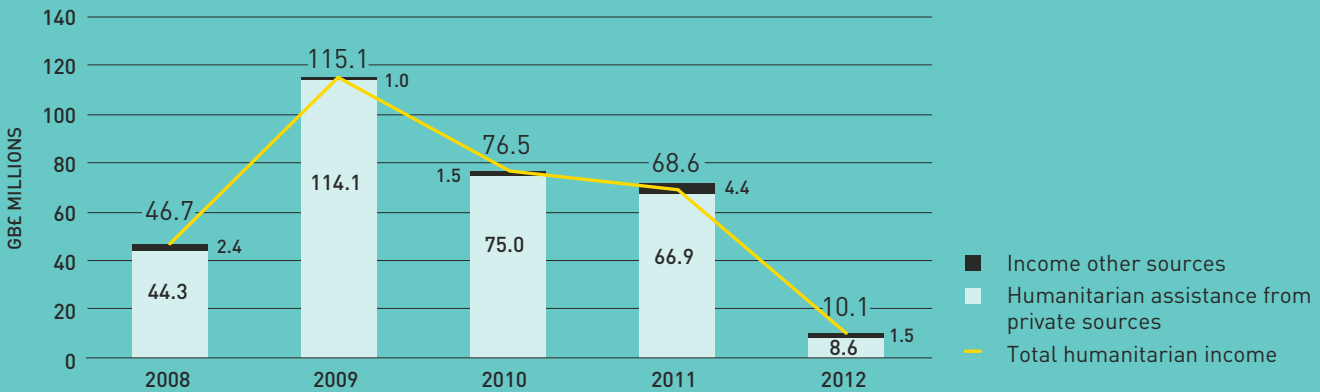
FIGURE 13: NGOS' INCOME BY PRIVATE DONOR TYPE, 2008–2012



Source: Development Initiatives research

In focus: the Disasters Emergency Committee

FIGURE 14: DEC INCOME, 2008–2012



Source: Disasters Emergency Committee

The Disasters Emergency Committee (DEC) raises funds from the public in response to emergency appeals for a group of 14 UK-based international NGOs.⁹ Once it has decided to launch an appeal, it alerts the Rapid Response Network (RRN), an alliance of corporate and broadcasting sectors, to reach the UK public through the media.

The DEC has run 64 appeals and raised more than £1.1 billion since its launch in 1963. Its most successful appeal to date was the 2004 Tsunami Appeal, which raised £392 million, over 3.5 times as much as the next closest, the Haiti Earthquake appeal, which raised £107 million in 2010.

Members value the DEC because it allows them to access more humanitarian funding than they might otherwise receive, particularly for appeals they struggle to raise funds for. Syria was cited as a particular example of a DEC appeal kick-starting higher donations than charities were able to garner for the crisis without it. The UK government's Department for International Development (DFID) announced following Typhoon Haiyan that it would match the first £5 million donated by the public to

the DEC's Philippines appeal. Evidence suggests that this 'crowding in' effect works in both directions, with announcements of government funding also attracting higher private donations.¹⁰

The DEC provides a level of relative predictability in the wake of a disaster compared with institutional funding – although it may not be certain how much it will raise, once an appeal has been launched money will definitely come in. An agency's bid for institutional funding will not, on the other hand, necessarily be successful.

However, while private funds are valued by agencies for their greater flexibility compared with government funding, it was noted that DEC funds come with a high level of programming requirements, such as the DEC accountability framework. Although not "won" in a competitive grant process, pooled public appeal funds like the DEC (UK), SHO (Netherlands) and ADH (Germany) have to be managed as if they were an institutional grant, despite coming from the public purse.

The International Red Cross and Red Crescent Movement

The International Red Cross and Red Crescent Movement is the world's largest humanitarian network, with a presence and activities in almost every country. It is made up of the International Federation of the Red Cross and Red Crescent Societies (IFRC), the International Committee of the Red Cross (ICRC) and 189 National Societies.

The ICRC has an exclusively humanitarian mission to protect the lives and dignity of victims of war and internal violence and to provide them with assistance. During situations of conflict, it is responsible for directing and coordinating the Movement's international relief activities.

The IFRC coordinates and directs international assistance following natural and man-made disasters in non-conflict situations, working with National Societies to respond to catastrophes around the world. Its relief operations are combined with development work, including disaster preparedness programmes, health and care activities, and the promotion of humanitarian values. Humanitarian activities account for around 60% of expenditure.

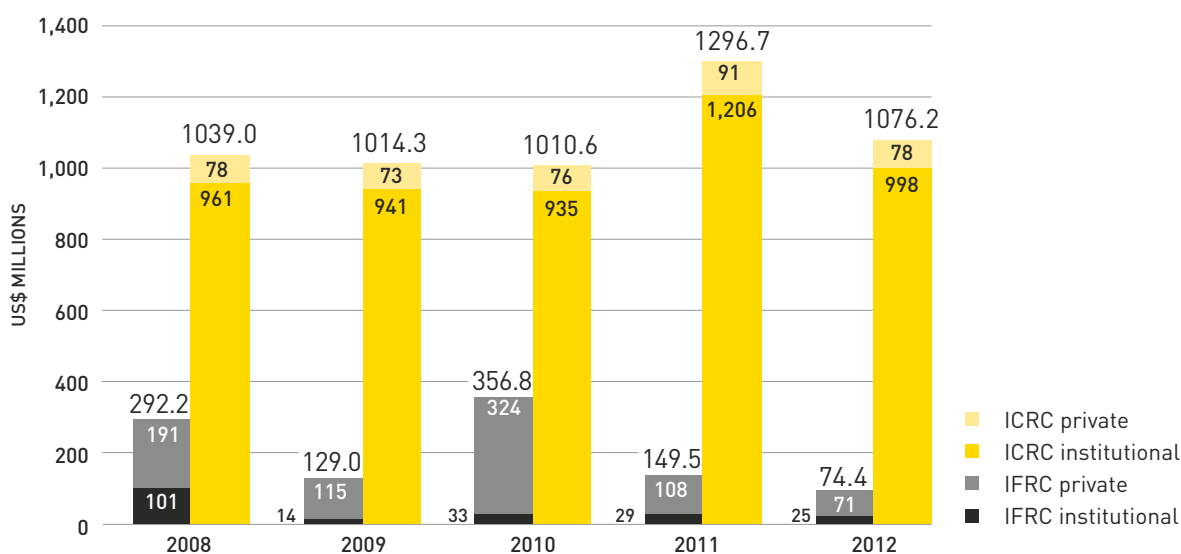
The Movement has a complex resource architecture that includes bilateral pathways (direct funding between two elements of

the Movement, such as between National Societies) and multilateral pathways (when funds are channelled via the IFRC headquarters). Data presented in this section includes only analysis of multilateral funds, as financial statements from individual National Societies are not always comparable.

On average, the ICRC relies on government donors for 93% of its funding. Of its privately-generated income, between 2008 and 2012 65% came from National Societies, 19% from individuals, 10% from companies and corporations and 6% from foundations. Between 2011 and 2012 its income from National Societies fell by 24%, compared with a fall of 17% in overall income.

The IFRC receives a greater share of its income from private sources than the ICRC. Of the IFRC's private income shown in Figure 15, on average it is estimated that over 90% comes from National Societies. As explained in the 'in focus' section below, although National Societies' income does include some funding from governments, private funds are thought to represent a considerable share.

FIGURE 15: IFRC AND ICRC HUMANITARIAN INCOME FROM PRIVATE AND INSTITUTIONAL SOURCES, 2008–2012¹¹



Source: Development Initiatives research

In focus: Red Cross National Societies

There are 189 National Red Cross and Red Crescent Societies, and the network forms the backbone of the Movement. National Societies are a significant source of income for the Red Cross, providing over US\$1 billion in humanitarian assistance between 2008 and 2012. In large-scale disasters, such as the Haiti earthquake in 2010, more than 120 National Societies contributed funds, human resources or goods to the Red Cross Red Crescent response.

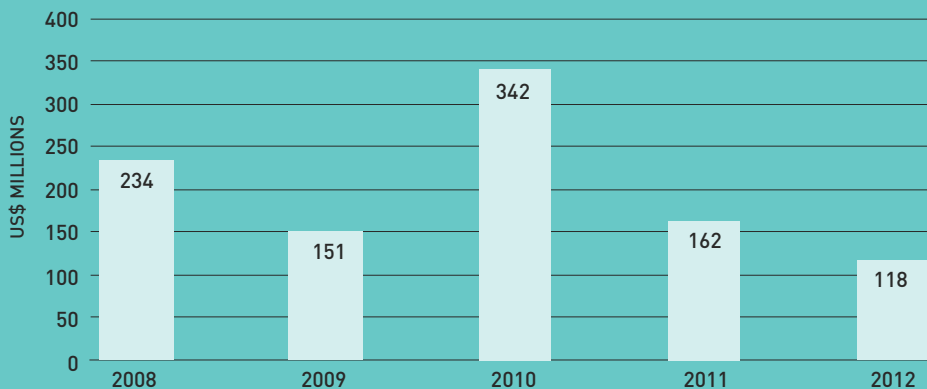
Existing local capacity through an established National Society enables the Red Cross to play a key role on the ground, and it is often the first and main local responder.

According to the IFRC,¹⁰ the Red Cross delivered six times as much relief in response to the 2010 Haiti earthquake than all other agencies combined, which explains the dramatic increase from National Societies that year.

It is not possible from the data available to identify the original source of funds raised by National Societies.¹² However, in 2011, seven National Societies¹³ provided GHA with data detailing income and expenditure over two years in order for us to carry out research¹⁴ into their main sources of income.

National Societies vary in their funding patterns and our findings cannot necessarily be applied across all of them, especially given the small sample size. However, our data suggested that private donations from individuals to the National Society in their country of residence made up the largest share of their humanitarian income

FIGURE 16: RED CROSS NATIONAL SOCIETIES' HUMANITARIAN ASSISTANCE INCOME, 2008–2012

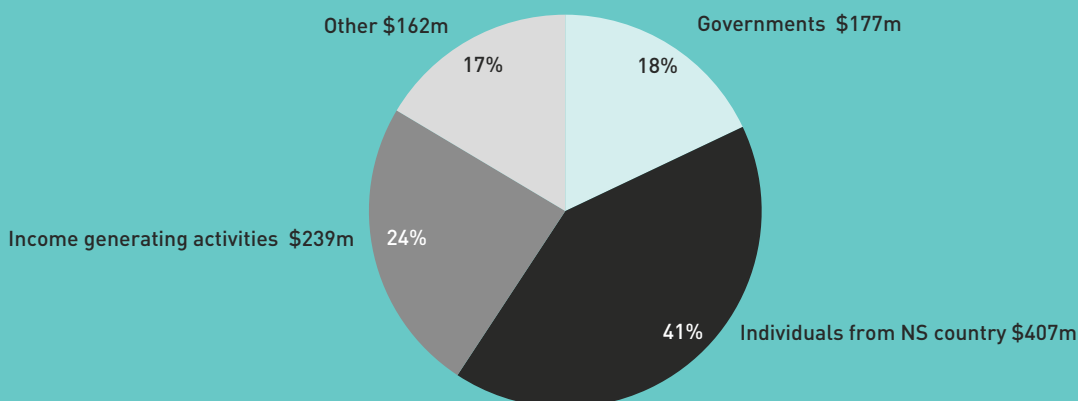


Source: Development Initiatives research

(41%), while income generating activities (contracted and commercial services) made up the second largest share (24%).

Further GHA research carried out the following year into 131 annual reports of National Societies showed that the lower a country's income level, the less a National Society raises domestically.

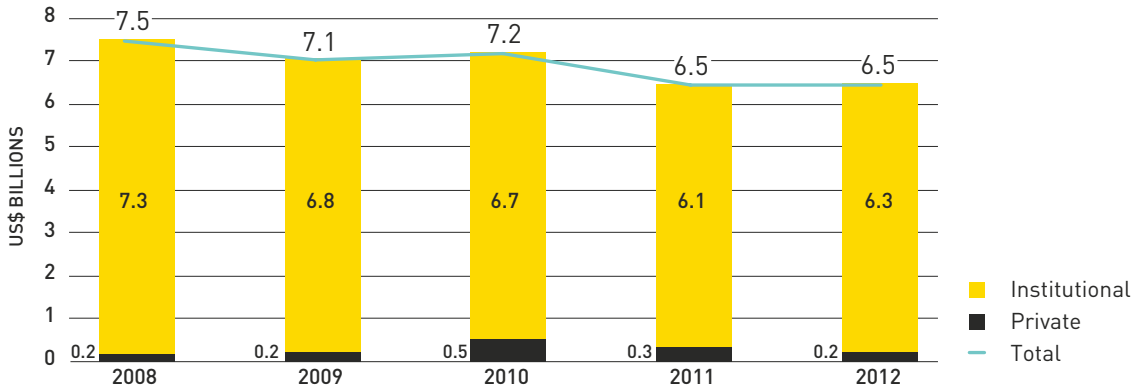
FIGURE 17: RED CROSS NATIONAL SOCIETIES' INCOME SOURCES FOR HUMANITARIAN ASSISTANCE, 2009–2010



Source: Development Initiatives research

UN agencies

FIGURE 18: PRIVATE AND INSTITUTIONAL HUMANITARIAN ASSISTANCE FOR UN AGENCIES



Source: Development Initiatives research

Overall, the six UN agencies in our study set¹⁵ rely on institutional sources for over 95% of their humanitarian funding.

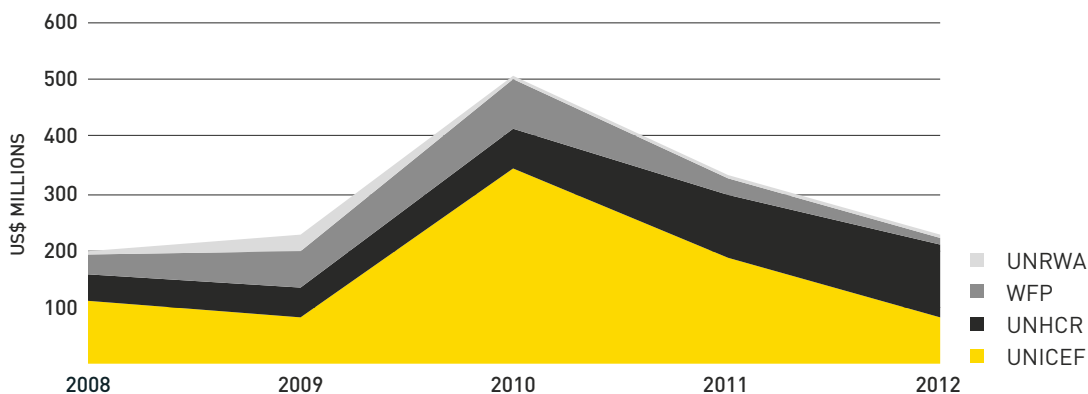
However, this masks large differences between agencies. In 2012, for example, 10% of UNICEF's humanitarian income came from private sources, as did 6% of UNHCR's. In the same year only 0.4% of the WHO's humanitarian funding came from private sources.

UNICEF's private humanitarian funding peaked at US\$345 million in 2010, the year

of the Haiti earthquake and the Pakistan floods, but has declined rapidly since then. In contrast, UNHCR has increased its private income year on year since 2009, overtaking UNICEF in 2010 with US\$130 million of private humanitarian assistance. WFP's private humanitarian funding has declined since its 2010 peak of US\$85 million to just US\$11 million in 2012 – its lowest amount since 2008. UNRWA's private humanitarian funding has consistently been below US\$10 million, apart from in 2009 when it raised US\$30 million in response to the conflict in Gaza.

In 2012, 36 UNICEF National Committees around the world raised US\$80 million for the organisation's global humanitarian response. While no research has been carried out into the source of funds raised by UNICEF's National Committees, it is likely that, as with Red Cross National Societies, the majority comes from individuals and other private sources.

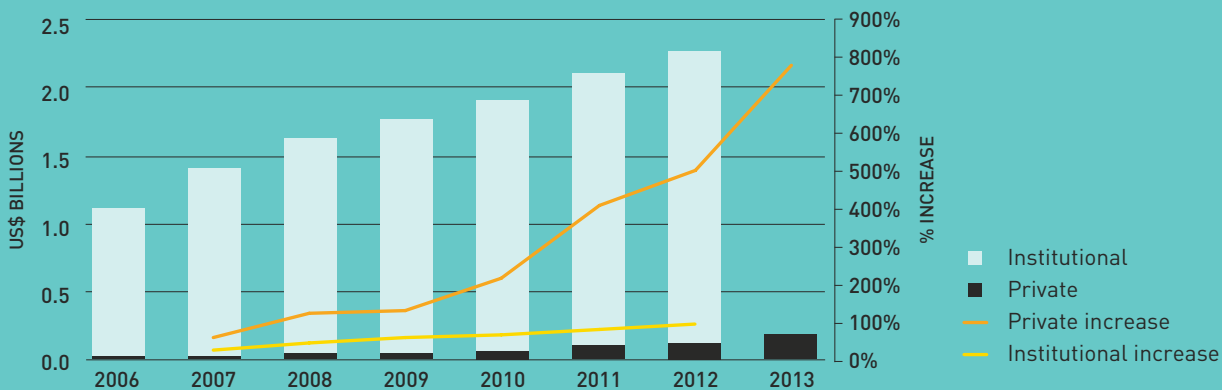
FIGURE 19: PRIVATE HUMANITARIAN FUNDS RAISED BY UNHCR, UNICEF, UNRWA AND WFP, 2008–2012



Source: Development Initiatives research

In focus: United Nations High Commissioner for Refugees

FIGURE 20: UNHCR'S PRIVATE AND INSTITUTIONAL HUMANITARIAN INCOME AND GROWTH, 2008–2012



Source: Development Initiatives based on data provided by UNHCR. Note: Institutional funding data for 2013 not yet available

Since 2006 UNHCR's private income has increased by almost nine times, from US\$22 million to US\$191 million in 2013. Over US\$45 million of the 2013 private income was raised by emergency campaigns with a focus on the humanitarian crisis developing in Syria, where the organisation is deploying massive humanitarian assistance programs. UNHCR intends to continue building its private income over the next few years, due to increasing humanitarian need and increasing pressure on institutional funds.

UNHCR began investing systematically in regular giving in 2007, and regular donations form the backbone of its private fundraising strategy. Most of its recent fundraising progress has been achieved by building on this form of giving, with US\$110 million (58%)

of 2012 income coming from individuals. UNHCR had 800,000 active individual donors at the end of 2013, two thirds of whom chose to support on a regular basis. There has also been growth in its support from the corporate sector and foundations, which will continue to be secured through increased focus on multi-year agreements with corporate partners, and stand-by partners¹⁶ for emergency.

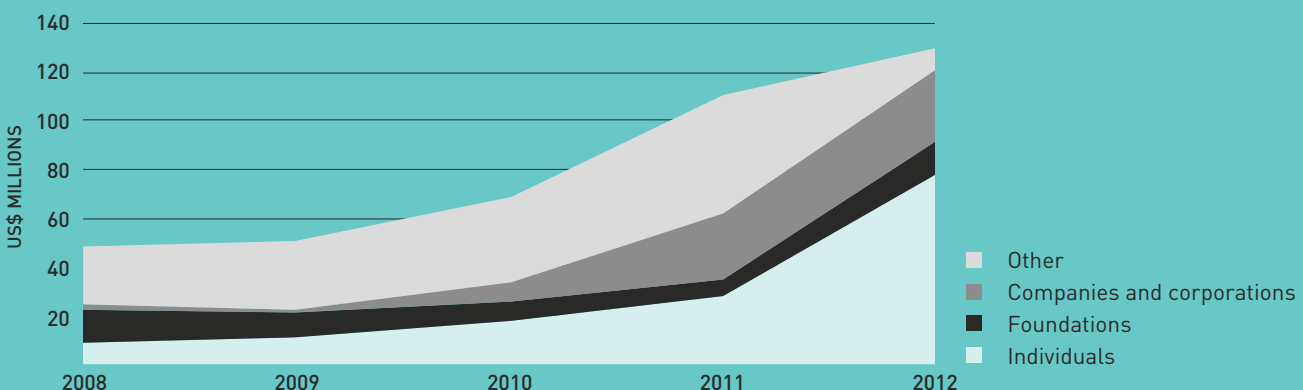
80% of UNHCR's private fundraising takes place in seven key markets – Australia, Germany, Italy Japan, South Korea, Spain, and the US – where the majority of funds are generated through face-to-face fundraising. A second tier of countries – Canada, Hong Kong, Sweden and Thailand – are also significant, as well as a series of new and developing markets such as Brazil, Mexico and the

Philippines. Asia is UNHCR's fastest growing region, currently raising around 50% as much as European markets.

US\$77 million was raised through individual donors in 2012, US\$24 million of which was raised in the Middle East, one of UNHCR's key growth regions.

Individual giving is geared towards driving up un-earmarked income, whereas 'leadership giving' (major donations from corporations, foundations and high-net-worth individuals) tends to be more earmarked and project oriented. Most fundraising is globally focused, but where appropriate there is a regional focus on areas of particular interest to a fundraising market. For example, fundraising in the Gulf regions focuses on the Syria crisis.

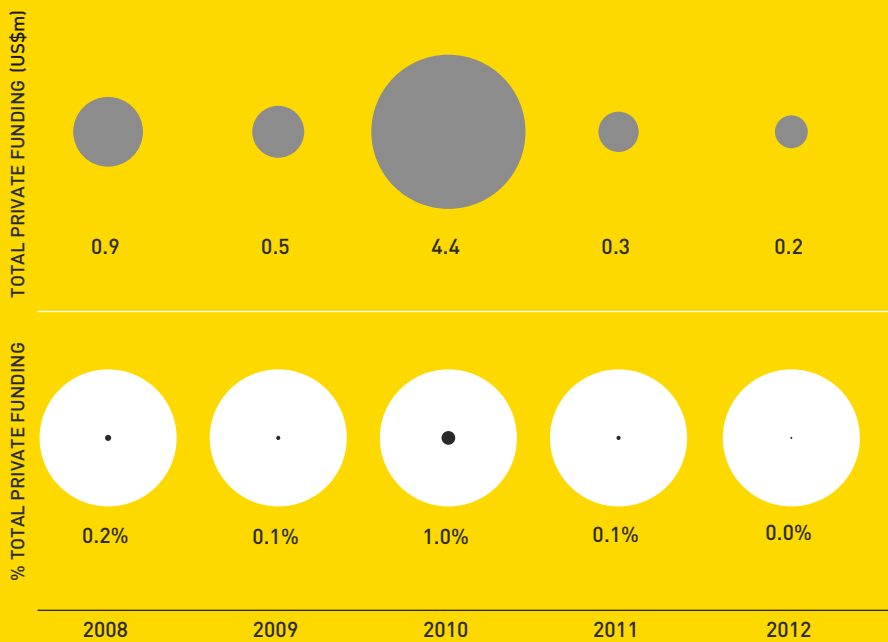
FIGURE 21: UNHCR PRIVATE HUMANITARIAN ASSISTANCE BY DONOR TYPE, 2008–2012



Source: Development Initiatives based on data provided by UNHCR

PRIVATE FUNDING TO THE CERF

FIGURE 22: PRIVATE FUNDING TO THE CERF AND PROPORTION OF CERF TOTAL, 2008–2012



Source: Development Initiatives based on UN OCHA CERF data

The Central Emergency Response Fund (CERF) is a humanitarian fund established by the UN General Assembly in 2006 to enable more timely and reliable humanitarian assistance to those affected by natural disasters and armed conflicts. The fund is replenished annually through contributions from governments, the private sector, foundations and individuals and constitutes a pool of reserve funding to support humanitarian action.

Since 2006, the CERF has received more than US\$3.2 billion in contributions and

pledges, of which close to 99% were from UN Member States. Total donations to the CERF are gradually increasing, reaching a record US\$473.8 million in 2013. Funding from private sources, however, is consistently low and appears to be dropping further. After a record year of private contributions in 2010 (though this still only represented 1% of total funding), there was a massive 94% decline in funding from private donors in 2011. Private contributions dropped further in 2012 and 2013, reaching an all-time low of just US\$881 in 2013.¹⁷

Although the relative share of private contributions to the CERF represents a very small proportion of its overall income, the Fund intends to maintain or increase the level of private contributions. It has no targets in this area, but it is actively looking to expand its efforts to reach out to the private sector, charities and individuals, not only to boost contributions but also to strengthen partnerships and advocacy outreach.

WHERE AND HOW IS IT SPENT?

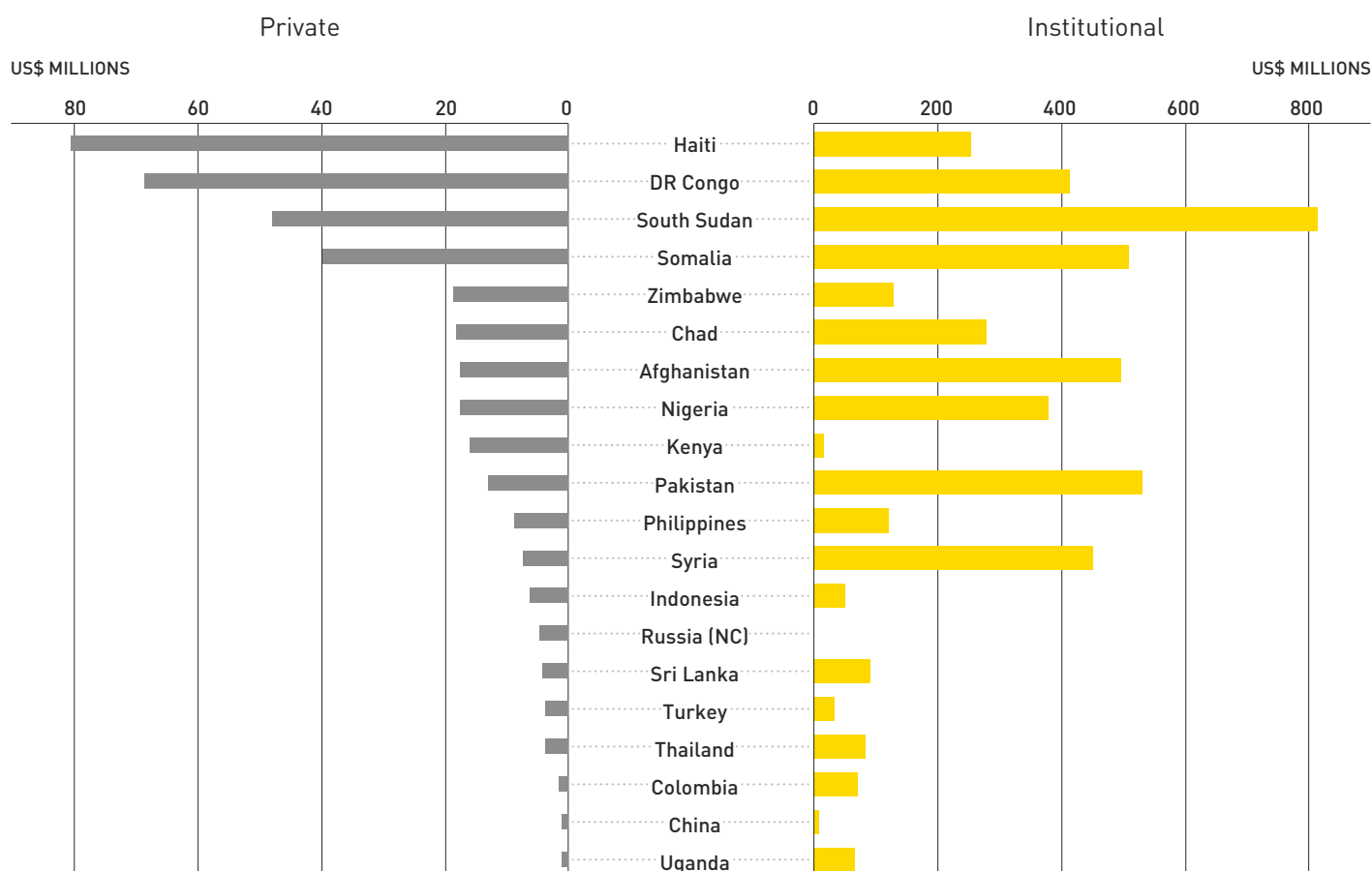
Key recipients

According to available data, some crises, such as Democratic Republic of Congo, South Sudan and Somalia, receive high levels of funding from both private and bilateral donors. However, only two of the top five recipients of bilateral government funding in 2012 – South Sudan and Somalia – were among the top five recipients of private funds from the organisations in our study set in the same year. In cases such as Haiti and Nigeria, private funds support relief efforts in crises accorded lower priority from government donors. Conversely, Syria was a high funding priority for governments but had a lower priority for private funds.

Between 2010 and 2011, Haiti experienced a drop in its institutional funding of US\$2.6 billion, the largest drop in humanitarian assistance funding of all recipients that year by almost US\$2 billion. This is not because of a mass reduction in need; Haiti has experienced a significant drop in the requirements met of its UN CAP appeal since 2010, falling from 73% met to 46% in 2012. However, in 2012 Haiti was the highest recipient of private funds from our study set of NGOs, Red Cross and UN agencies – and only 15th on the list of bilateral government funding recipients.

Other notable differences include Nigeria, which was 8th on the list of countries receiving private humanitarian assistance from our study set but only the 53rd highest bilaterally funded country by governments, and Zimbabwe, which was among the top five privately funded countries but only 17th on the governments list. China, Indonesia, the Philippines and Turkey also received proportionately much higher levels of private funding than government funding.

FIGURE 23: TOP 20 RECIPIENTS OF PRIVATE HUMANITARIAN ASSISTANCE¹⁸ AND THEIR BILATERAL GOVERNMENT HUMANITARIAN FUNDING, 2012



Source: Development Initiatives based on Development Initiatives research and OECD DAC CRS

Rapid-onset versus chronic crises

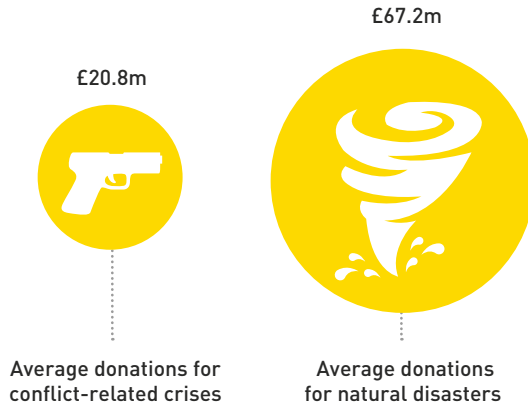
While the public can be relied upon to respond generously to rapid-onset, natural disasters – demonstrated by record levels of private funding in 2005 and 2010 in response to the Haiti earthquake and the tsunami – slower-onset, chronic crises such as those relating to internal conflict tend to attract less support.

Historic data downloaded from the DEC website on funds raised by appeals going back to 1999 suggest that while the average amount of funding raised by an appeal related to conflict is £20.8 million, natural disasters raise on average over three times more, at £67.2 million.

“There has historically been a huge difference between [the funding response to] ‘natural disasters’ and those resulting from conflict.” DEC (March 2013, www.dec.org.uk)

Data from the FTS also appears to support this. The current crisis in the CAR was recently described by the UN as the “worst crisis most people have never heard of”. Its UN Response Plan puts the cost of its current humanitarian needs at US\$547.3 million, just 30% less than the US\$788 million required to respond to the recent typhoon Haiyan in the Philippines. Yet while US\$164 million in private funds have been reported to the FTS in response to Haiyan, just US\$86,000 of private donations have been reported for the crisis in the CAR.

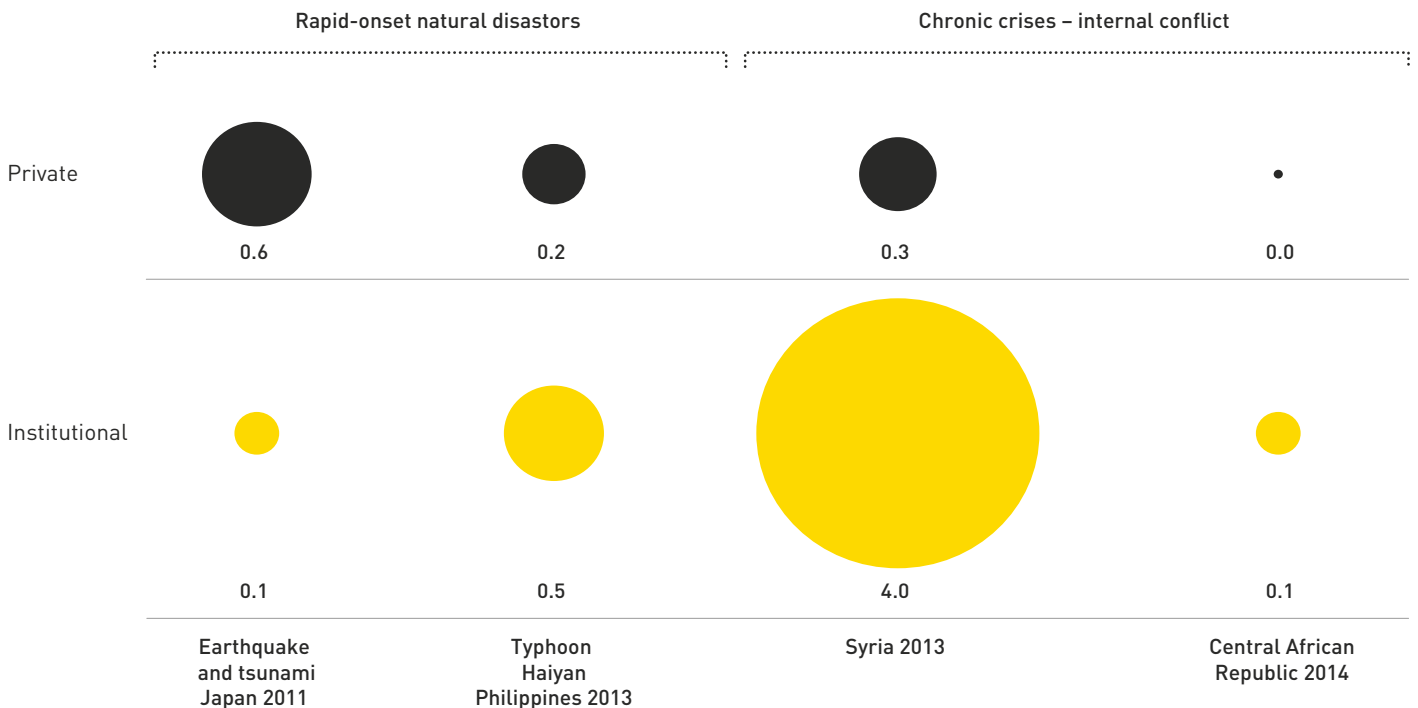
FIGURE 24: AVERAGE DEC APPEAL RESPONSE FOR CONFLICT-RELATED CRISES AND NATURAL DISASTERS SINCE 1999



Source: Disasters Emergency Committee

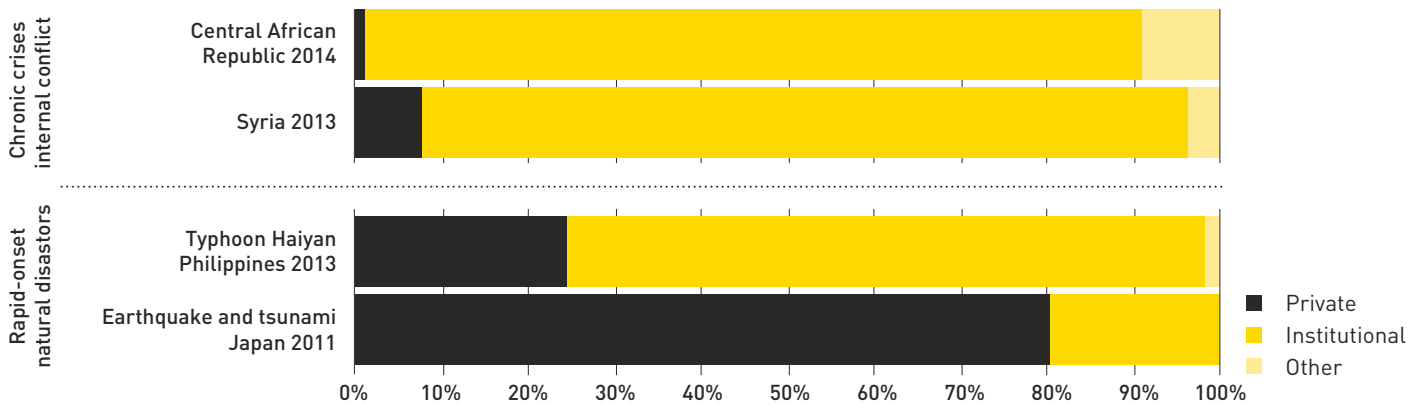
Further analysis shows that conflict-related crises are far more dependent on institutional donors for funding than natural disasters, which raise a significantly greater proportion of overall funding from private donors.

FIGURE 25: PRIVATE AND INSTITUTIONAL HUMANITARIAN ASSISTANCE FOR RAPID-ONSET AND CHRONIC CRISES, US\$ BILLIONS



Source: Development Initiatives based on UN OCHA FTS

FIGURE 26: PROPORTION OF PRIVATE, INSTITUTIONAL AND OTHER HUMANITARIAN ASSISTANCE FOR RAPID-ONSET AND CHRONIC CRISES



Note: "Other" = allocation of un-earmarked funds by UN agencies and carry over (donors not specified). Source: Development Initiatives based on UN OCHA FTS

How is it spent?

Although the majority of humanitarian assistance comes from institutional donors, privately generated funds bring particular benefits of reliability, durability and flexibility. So while private funds may amount to less in monetary terms than institutional funds, they are extremely valuable to agencies delivering life-saving work in crisis situations.

Despite the apparent volatility of private funds compared to institutional funds in terms of overall increases and decreases year on year (see figure 2), according to our interviewees, one of the key benefits of private funding is its reliability and predictability. When a crisis occurs, the public responds almost immediately, and aid agencies have a relatively clear idea of the funds that will be generated from private donors within 24 to 48 hours of an emergency hitting. This also means that agencies are able to scale up their activities more quickly, as they have a better idea of how much money they will raise in response to a particular appeal. Private funds are also more reliable in terms of their durability – often offering a multi-year guaranteed source of funding. As previously noted, a regular individual donor can reasonably be expected to give money regularly for up to five years, and corporate partnerships between aid agencies and private sector companies can

last for three to five years, compared with the usually annual funding cycles of government donors.

Flexibility is another key benefit of private funds. World Vision uses the phrase "donor promise" to refer to the agreement – implicit or explicit – between donor and receiving organisation regarding how the funds will be used. Government and institutional grants typically have a more tightly restricted donor promise than private funds, and include conditions on time-frames, location or activities, as well as carrying a greater monitoring and reporting burden. Private funds, on the other hand – even those raised in response to a particular appeal – have a broader donor promise. They may be tied to a particular region or operation, but as long as the money is spent within a reasonable period of time (in some cases up to three years after the event), the funds can be used more flexibly. This enables the agency to be more agile and adaptive in its programming. Private funds can also be used to bridge funding gaps between grants and to fund sectors that agencies do not have alternative funding for, as well as contributing towards set-up costs, which can be difficult to gain institutional funding for.

BETTER INFORMATION HELPS SAVE LIVES

The potential impact of new technology on the global response to crises is huge, from increasing transparency through open data initiatives, to providing internet access in crisis-hit areas via balloon.¹⁹ The vast array of innovative new uses of data and digital technology already in use shows that capacity clearly exists to harness these tools to improve the availability and effectiveness of relief efforts. However, a clear understanding of resourcing needs and capacity must also be developed to underpin effectiveness and coordination – requiring significant practical commitment to making humanitarian assistance more transparent.

The International Aid Transparency Initiative (IATI)²⁰ is a multi-stakeholder initiative that seeks to improve the transparency of information on all development flows to increase their effectiveness at reducing poverty. IATI provides a single common format for the transparent reporting of all activities by all participants in the delivery of development cooperation, including private donors as well as governments. There are now 235 organisations publishing their financial data to the standard.²¹

IATI is working with actors at all levels of the humanitarian system to make the standard fit for purpose for the publishing of financial data on humanitarian assistance, including UN OCHA FTS, governments, UN agencies, international NGOs, local NGOs and civil society organisations. This is already yielding results: in 2011 there were 4,079 humanitarian transactions reported to the IATI standard, by 2013 this had more than doubled to 8,910. More organisations are publishing their data, but for the standard to achieve its full potential and have the impact needed all actors need to engage – from government donors to local NGOs. IATI is also working to improve reporting of private funds, so that it captures all development flows and not just official development assistance.

If all actors published their data to the IATI standard we would not only have a much clearer understanding of how much money is going where and how it is spent, but it would also allow the tracing of funds through the system, from the original donor right down to where the money is ultimately spent on the ground. This would vastly improve the accountability of humanitarian assistance, as well as improving coordination and efficiency of resources.

DIGITAL HUMANITARIANISM

‘Digital humanitarianism’ is a broad term referring to the use of new technology – for example, information and communications technologies (ICTs), satellite imagery, SMS and crisis mapping (using geographic information systems (GIS) and geo-coding to map crisis areas) – in the delivery of humanitarian assistance, as well as various other digital or high-tech forms of response. It is developing at a rapid pace, with UN OCHA now employing a worldwide network of digital volunteers (the Digital Humanitarian Network)²² to inform crisis response on the ground.

Digital humanitarian initiatives appear to be relatively low cost, as many exist online and/or use technology developed by private

companies and made available for free or at reduced cost as part of their corporate social responsibility (CSR) activities. Google’s Public Alerts service, for example, provides warnings that appear in search results, notifying the user of a disaster that is predicted to take place in their local area – an example of a low-cost initiative developed by a private company, with potentially life-saving impact.

Humanitarian assistance is facing radical changes as a result of new and innovative use of digital and technical tools, as well as an explosion in the potential and use of ‘big data’. This brings opportunities for innovation in the way in which work is both funded and delivered.

There are clearly challenges to achieving this. The humanitarian community generally supports calls for transparency wherever possible, but there are differing views regarding how it can be achieved. There are also challenges to creating a sector-wide standard to which all actors must comply that meets everyone’s needs, particularly given varying international financial reporting standards.

It remains the case, however, that until timely, comparable information on all humanitarian assistance resource flows – including private funds – is available and accessible, we will have to rely on estimates to give us an idea of the total funds available for humanitarian response. Better reporting is needed in order to measure precisely how much money is available, where it is going, and how it is being spent. Without this information it will remain impossible to accurately assess or improve the effectiveness of these crucial and life-saving resources.

METHODOLOGY

Reliable and available data on humanitarian financing to and through the spectrum of delivery agencies is currently limited to funding from traditional donor governments.

Private voluntary contributions for international development have become an increasingly relevant phenomenon in recent years, and it is also now more commonly accepted that we cannot fully understand the efficiency and effectiveness of specific financing flows without a better grasp of all resources contributing to development. However, assessing the total volume of private voluntary contributions available at any given moment remains challenging.

There is currently no single data repository that systematically collects data on private development flows worldwide. Different initiatives track private contributions nationally, but methodologies differ and direct aggregation of data is not possible. GHA has developed a methodology that allows us to estimate the global volume of private humanitarian funding, as well as to understand how this funding is raised and spent and by which part of the international aid system.

We approach humanitarian delivery agencies directly and gather financial information on their income and expenditure by means of a standardised data set we have developed. Where direct data collection is not possible, we use publicly available annual reports and audited accounts to extract key data and complete the data set ourselves. For the purpose of our work, delivery agencies include NGOs, UN agencies with a humanitarian mandate and the Red Cross.

Thus, our sources of information for this report are:

- Direct information and analysis of annual reports for a unique data set of 75 NGOs that form part of nine representative and well-known NGO alliances and umbrella organisations, such as Oxfam International (see Table 2);
- Direct information and analysis of annual reports for six key UN agencies with humanitarian mandates: United Nations Children’s Fund (UNICEF), United Nations Development Programme (UNDP), United Nations High Commissioner for Refugees (UNHCR), United Nations Relief and Works Agency for Palestine Refugees in the Near East (UNRWA), the World Food Programme (WFP) and the World Health Organization (WHO);
- Direct information and analysis of annual reports for the International Federation of Red Cross and Red Crescent Societies (IFRC) and the International Committee of the Red Cross (ICRC).

TABLE 2: NGOS DATASET – REPRESENTATIVE ALLIANCES AND UMBRELLA ORGANISATIONS

ORGANISATION	NUMBER OF MEMBER ORGANISATIONS IN THE STUDY SET
Action Contre la Faim	1
Caritas	1
Concern Worldwide	3
Danish Refugee Council	1
EMERGENCY	1
GOAL	1
HelpAge	1
International Medical Corps	2
International Rescue Committee	4
Islamic Relief	15
Medair	1
Médecins Sans Frontières	23
Mercy Corps	2
Norwegian Refugee Council	1
Oxfam International	16
World Relief	1
ZOA	1
Total	75

The time period covered in our research is 2008 to 2012, unless otherwise stated. The actual financial figures are guided by the accounting years of the organisations concerned. These may vary considerably, ranging from a calendar year to a year ending 31 March, 30 June or 30 September. Different accounting or financial years have been combined in the analysis; therefore, in practice, the figures represent more than a 12-month period.

Our estimation of total private voluntary contributions worldwide is composed of an estimate of total private income for all humanitarian NGOs, plus the private income reported by the six UN agencies analysed in this paper and the private income of the IFRC and ICRC. In order to estimate the total private voluntary contributions raised

by NGOs worldwide, we have established the annual share that our NGO data set represents of all humanitarian NGOs reporting to the United Nations Office for the Coordination of Humanitarian Affairs (UN OCHA) Financial Tracking Service (FTS). The share varies on an annual basis as the total number of NGOs and their overall humanitarian income is driven by the number, type and geographic location of crises around the globe.

ENDNOTES

¹ Amjad Mohamed-Saleem, Director of Communications, Cordoba Foundation.

² World Congress of Muslim Philanthropists, Irin.

³ donate.unhcr.org/zakat

⁴ ODI (www.odi.org.uk) and Humanitarian Futures Programme (www.humanitarianfutures.org) (Kings College London), 'Humanitarian crises, emergency preparedness and response: the roles of business and the private sector'.

⁵ www.ammado.com

⁶ <http://www.un.org/partnerships/Docs/Principles%20for%20Public-Private%20Collaboration%20for%20Humanitarian%20Action.pdf>

⁷ We are able to produce analysis of the Gates Foundation's emergency funding because they report directly to both the OCHA FTS and the OECD DAC CRS. If all private funds were similarly reported we would have a more accurate picture of private humanitarian resource flows.

⁸ The Indian government does not allow religious- or development-related funds to be exported. Similarly, until recently in Brazil, funds raised domestically were subject to a tax if they were exported.

⁹ Action Aid, Age International, British Red Cross, CAFOD, Care International, Christian Aid, Concern Worldwide, Islamic Relief, Merlin, Oxfam, Plan UK, Save the Children, Tearfund and World Vision.

¹⁰ Crowding Out and Crowding In of Private Donations and Government Grants, Garth Heutel (2009) [see www.uncg.edu] and Private Donations, Government Grants, Commercial Activities, and Fundraising: Cointegration and Causality for NGOs in International Development Cooperation, Dierk Herzer and Peter Nunnenkamp (2012) [see www.ifw-members.ifw-kiel.de].

¹¹ IFRC figures are unconfirmed.

¹² Our data is from IFRC international headquarters and ICRC annual reports. Income from National Societies is listed under the name of the country in which the National Society is based, but there is no further detail on the source of the funds.

¹³ Belgium, Canada, Colombia, Denmark, France, Sweden and the United Kingdom.

¹⁴ www.globalhumanitarianassistance.org/the-international-red-cross-and-red-crescent-movement-the-full-financial-picture-2943.html

¹⁵ United Nations Children's Fund (UNICEF), United Nations Development Programme (UNDP), United Nations High Commissioner for Refugees (UNHCR), United Nations Relief and Works Agency for Palestine Refugees in the Near East (UNRWA), the World Food Programme (WFP) and the World Health Organization (WHO).

¹⁶ Donors that have agreed to provide cash or in-kind support during emergencies.

¹⁷ Note that the 2013 figure does not include donations from UN foundations, which had not yet been reported at the time of going to print. While the final amount is expected to exceed US\$881, it is likely to be lower than the 2012 figure.

¹⁸ Private expenditure figures based on data from Concern Worldwide, Danish Refugee Council, GOAL, ICRC, IFRC, Mercy Corps, MSF, Norwegian Refugee Council, UNICEF, World Food Programme.

¹⁹ www.google.com/loon

²⁰ tistandard.org

²¹ At the time of going to print.

²² digitalhumanitarians.com

HUMANITARIAN ASSISTANCE FROM NON-STATE DONORS

What is it worth?



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