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years of makin

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UNITED NATIONS  
FOUNDATION





## Introduction

The United Nations Foundation was created **by** a change agent **to be** a change agent. Ted Turner launched the UN Foundation in 1998 with a remarkable \$1 billion gift. His purpose was not only to support UN causes, but also to foster public-private cooperation with the United Nations on the key challenges of 21st century.

The “theory of change” underlying the UN Foundation is simple – it takes all nations and all sectors to make progress on the most important and far-reaching international challenges. Consistent with Ted Turner’s original vision, the UN Foundation has emerged as a platform for linking people, capital and ideas with the UN to help solve global problems.

Our work is guided by a distinguished international Board of Directors that includes:

**Her Majesty Queen Rania Al Abdullah** (Jordan)

**Kofi Annan** (Ghana)

**Gro Harlem Brundtland** (Norway)

**Dr. Ruth Cardoso** (Brazil)

**Yuan Ming** (China)

**N.R. Narayana Murthy** (India)

**His Excellency Hisashi Owada** (Japan)

**Emma Rothschild** (United Kingdom)

**Dr. Nafis Sadik** (Pakistan)

**R.E. Turner** (USA)

**Timothy E. Wirth** (USA)

**Ambassador Andrew Young** (USA)

**Muhammad Yunus** (Bangladesh)

**Liang Dan** (China) *Emeritus*

**Graça Machel** (Mozambique) *Emeritus*

Under the direction of these leaders, and in close coordination with UN Secretary-General Ban Ki-moon and colleagues at the United Nations Fund for International Partnerships (UNFIP), the United Nations Foundation has created a history of accomplishment and a vision for our future.

While more than 1000 grants have been awarded in support of UN causes, we have come to believe that the Foundation's value is found less in project support, and more in innovation and partnership building with the UN. Our history, then, is most interesting with respect to how it shapes our organizational role and competencies in advancing the United Nations' Millennium Development Goals (MDGs) and confronting major world challenges. Our strength is in helping the UN take its best work and ideas to scale – through advocacy, partnerships, constituency building and fundraising. We bring these capabilities to bear to achieve the following:

**A Clean Energy Future** – We work with the UN to make clean energy technologies accessible to hundreds of thousands of people in developing countries and partner with organizations like the Club of Madrid to develop new ideas and consensus in the fight against global climate change.

**Opportunities for Adolescent Girls** – We bring businesses, UN agencies and NGOs together to elevate the rights and needs of adolescent girls as a global priority, and have pioneered innovative programs on behalf of adolescent health, rights and livelihoods.

**Healthy Children** – We are partners in the global fight against polio, measles and malaria, have helped immunize hundreds of millions of children and have become a leader in broad-based health partnership campaigns.

**Humanitarian Uses for Mobile Technology** – Working with the Vodafone Group Foundation, we supply health and emergency workers in Africa, South America and Asia with mobile technology to advance health data collection and improve humanitarian relief operations through rapid deployment of vital communications tools.

**Preservation of World Heritage** – We are the largest source of private funding for the preservation of natural World Heritage sites, and work with the UN to nurture enterprises that contribute simultaneously to community development and conservation. Together with Expedia, Inc., the world's largest online travel organization, we are mobilizing the tourism industry on behalf of sustainable development.

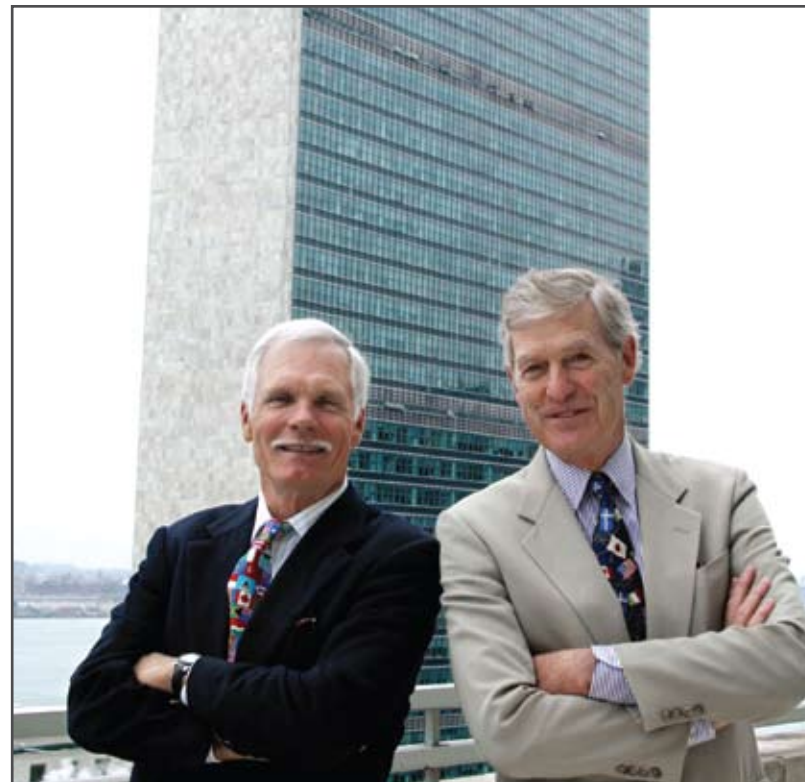
**A Strong United Nations** – We have engaged hundreds of thousands of citizens in the United States and around the world to support the UN's work and helped secure several billion dollars in support of UN causes.

These are just a few examples of the kind of leverage and impact that compelled the Board and UN leadership to suggest that Ted Turner stretch his gift over a 15-year period, reduce annual funding to \$50 million through 2014, and chart a course toward a permanent Foundation.

Ted Turner has honored his commitment by delivering to UN causes more than \$650 million, which the Foundation has more than matched by an additional \$700 million raised from corporate, philanthropic, government and NGO partners. The remaining \$350 million of his pledge is being used to propel the Foundation's ongoing work and long-term sustainability.

We begin our second decade of work with a renewed sense of purpose and unwavering commitment to mobilize the people, capital and ideas needed to help the UN and world citizens successfully tackle the great global challenges we face.

The pages that follow review how we work and what we have accomplished as a bridge between the UN and the private sector. We hope this history will demonstrate how public-private cooperation through the United Nations can and must occur. We hope you will see how easy and effective it is to work with the UN to solve global problems. And we hope you will join us as we scale up solutions for the 21st century.



Founder and Chairman of the United Nations Foundation, Ted Turner, with Timothy E. Wirth, President of the Foundation.



**10** years of saving  
children's lives



The UN Foundation's Children's Health program works with the UN to help strengthen health systems and prevent childhood disease and mortality.

Each year, nearly 10 million children under five years of age die from common diseases. Many of these deaths can be prevented through broad-based immunization and health campaigns. Consistent with Millennium Development Goal 4, the UN and its agencies have established targeted action plans and the global blueprints for reducing child mortality and diseases.

For 10 years, the United Nations Foundation has worked hand-in-hand with the World Health Organization, UNICEF and other UN leaders to develop and expand major initiatives to help children survive and thrive. In support of world-renowned international health partnerships, the UN Foundation has mobilized hundreds of millions of dollars and thousands of people, brought new private sector partners into the field, helped strengthen the capacity of UN health agencies and provided program expertise to help save children's lives. Our children's health priorities are:

**Eradicating Polio** – Since 1998, the United Nations Foundation has been an active participant in the Global Polio Eradication Initiative. We have been proud to join the Bill and Melinda Gates Foundation and others in contributing to the work of this remarkable initiative's core partners – the World Health Organization, UNICEF, the U.S. Centers for Disease Control and Prevention and Rotary International. Raising funds and awareness, advancing the policies of national governments and international agencies and supporting the leadership of UN agencies, we count our work to help bring polio to the brink of elimination as one of our proudest accomplishments.

**Reducing Measles Mortality** – Building on its experience in the polio eradication initiative, the United Nations Foundation became a founding partner in the Measles Initiative, launched in 2001 to reduce measles deaths in sub-Saharan Africa. Bringing together the combined resources of the UN Foundation, WHO, UNICEF, the Red Cross and the U.S. Centers for Disease Control and Prevention, the Measles Initiative has become one of the most successful global health efforts in recent memory. The Initiative is strengthening health systems and establishing a foundation that supports new and additional health interventions – from nutritional supplements to other immunizations.

**Eliminating Malaria Deaths** – The UN Foundation's involvement in the Measles Initiative opened up the opportunity to help spur international malaria prevention efforts. In this work, we have helped strengthen the central international coordination mechanism, Roll Back Malaria; become a leader in the acquisition and deployment of life-saving long-lasting insecticide treated bednets through the Measles Initiative; and have become a worldwide leader in grassroots mobilization campaigns in support of public health. Engaging more than 20 global partners in the fight to prevent malaria, we created the award-winning Nothing But Nets campaign to raise awareness and help supply bednets in Africa.

## By the Numbers

- Awarded more than 100 grants totaling \$700 million for children's health
- Delivered \$200 million for polio eradication efforts to help reduce the geographic range of polio from 30 to 4 countries
- Helped deliver 10 billion doses of polio vaccine to 2 billion children
- Mobilized \$640 million to the Measles Initiative, of which we are a founding partner
- Helped reduce measles deaths by 90% in Africa and nearly 70% worldwide – saving 2.3 million lives
- Helped immunize more than 500 million children
- Contributed to WHO's Tobacco Free Initiative, which helped lead to the tobacco control agreement, the first international public health treaty in history
- Raised \$20 million from 60,000 individuals to distribute 1 million nets for malaria prevention in Africa through the Nothing But Nets campaign
- Expanded the use of micronutrient supplements
- Initiated early programs to prevent mother-to-child transmission of HIV/AIDS

**10** years of fostering  
technology innovation







The UN Foundation's Technology Partnership works with the UN to harness mobile technology for pressing global development and humanitarian challenges.

With more than 3.5 billion mobile phones in use around the world, more people have mobile devices than don't. Widespread access to the most ubiquitous communications tool in human history is changing the ways that societies and communities organize themselves and do business. The highest growth rates for mobile technology adoption are in developing countries, opening a world of new possibilities for international humanitarian and development applications.

Since the UN Foundation opened its doors 10 years ago, it has recognized that part of the development solution involves bridging the gap between the information rich and the information poor. We are proud of the partnership formed with the Vodafone Group Foundation in 2005 to find technology solutions to global challenges. Together, we launched the Technology Partnership, the leading public-private alliance using strategic telecommunications programs to strengthen the UN's work worldwide. The partnership provides resources and strategic guidance in three thematic areas:

**Better Data for Better Health** – Developing countries used to face two choices: collect vital and time-sensitive health data with pen and paper, or contract expensive outside consultants to do it electronically. Working with leaders like the World Health Organization (WHO) and the nonprofit DataDyne.org, the partnership is ushering in a new era of mobile health programs that enable health workers in developing countries to use free, open source software to effectively manage health data. Our health data systems initiative provides a sustainable and scalable technology solution to collect critical information that informs delivery of critical medicine and health supplies, and supports WHO's mission of combating disease and promoting general wellbeing.

**Rapid Communications for Humanitarian Relief** – When disasters strike, people need food, shelter, blankets and medicine, but these necessities are less likely to reach survivors absent an effective communications network. The Technology Partnership's Rapid Response Emergency Communications program supports the World Food Program, the UN's lead agency tasked with communications in disaster response, and Télécoms Sans Frontières (TSF), a humanitarian NGO, to deploy life-saving mobile and satellite technology for UN relief missions anywhere in the world, and within 48 hours of a natural disaster, conflict or famine.

**Inspiring "Mobiles for Good" Innovation** – Together with the Vodafone Group Foundation, the UN Foundation is a thought leader and broker for public-private partnerships in the service of humanity. The Technology Partnership's Access to Communications publication series identified areas of particular promise for using mobile technology to meet international development goals. The Humanitarian Technology Challenge, a partnership with the Institute of Electrical and Electronics Engineers, is bringing together leaders from the humanitarian and engineering fields to identify and develop new technology solutions for pressing humanitarian problems.

## By the Numbers

- Created \$30 million partnership with Vodafone Group Foundation
- Helped develop EpiSurveyor, with Vodafone Group Foundation, creating the first-ever free, open source health data collection software application
- Decreased the cost of collecting field health data
- Developed WHO Health Data Systems program and expanded to more than 25 countries in Africa, Asia, South America
- Equipped over 800 health surveillance officers in Africa
- Supported 16 deployments of emergency telecommunications capabilities including in Suriname, Indonesia, Lebanon, DR Congo, Mozambique and Solomon Islands
- Built WFP Emergency Technology Best Practices Guide
- Created the Emergency Response Program information and communications technology experts (ICT) training system
- Doubled number of certified emergency ICT leaders throughout the UN system
- Launched the VGF-UNF publication series in 2006 with the publication "Mobiles Phone Banking and Low-Income Customers: Evidence from South Africa"



10

years of conserving  
World Heritage



The UN Foundation's World Heritage program works with the UN to conserve World Heritage sites and promote livelihoods for the communities that depend on them.

The roster of official World Heritage sites includes such treasures as Ecuador's Galapagos Islands, Mexico's Sian Ka'an Biosphere Reserve, Tanzania's Serengeti National Park and Virunga National Park, a gorilla habitat in the Congo. Preserving these natural wonders is critical to the economic and environmental interests of individual sites and the global community.

For 10 years, the United Nations Foundation has assisted governments, industry and local communities in the conservation and sustainable use of natural World Heritage sites. Working with Expedia, Inc. and 50 additional industry partners, we created the World Heritage Alliance to galvanize the travel industry in support of conservation, sustainable tourism and economic development for communities in and around World Heritage sites. We also have developed replicable models of site-based conservation and community-based enterprise development. Our work of the past decade has helped identify three components of a "virtuous circle" that advances the long-term enrichment of local residents, visiting tourists and natural habitat by:

**Educating and Engaging Constituencies** – We work with UNESCO's World Heritage Centre, local communities and the tourism industry to demonstrate how communities and World Heritage sites can benefit by using resources wisely. Our Friends of World Heritage awareness campaign encourages travelers to travel responsibly.

**Starting up Community-Based Enterprises** – The UN Foundation has worked with the UNDP/Global Environment Facility's Small Grants Programme to develop tools and initiatives that provide training, credit and financing for sustainable enterprises that harness but preserve the assets of World Heritage sites in service of local development and site-based conservation.

**Promoting Market Access** – Once local communities have been engaged and enterprises incubated, we work with businesses, industry and others to open markets for sustainable, locally produced goods and services so that enterprises can stand on their own two feet for the long-term.

Our strategies are working. In 10 years of work, the UN Foundation has invigorated the global network of natural World Heritage sites, advanced habitat conservation and developed successful models of community-based enterprises that can be replicated globally to preserve the world's natural wonders for future generations.

## By the Numbers

- Awarded 75 grants totaling more than \$100 million in support of World Heritage, biodiversity conservation and sustainable livelihoods
- Mobilized more than \$130 million in parallel financing
- Recognized as world's largest private supporter of World Heritage
- Raised \$30 million from partners, individuals and other organizations to preserve and protect World Heritage sites
- Worked at more than 50 World Heritage sites in over 30 countries
- Helped control and eradicate invasive species to protect the Galapagos Islands
- Established unique Rapid Response Facility to respond to urgent threats to natural World Heritage sites, such as oil spills and refugees movements
- Provided key support to the Millennium Ecosystem Assessment, the most far-reaching scientific assessment of the consequences of ecosystem change on human well-being
- Launched COMPACT with Global Environment Facility and UN agencies to stimulate 200 community economic development/conservation projects in 8 countries
- Promoted trade and investment in sustainable products and enterprises through UNCTAD BioTrade initiative in 7 countries



10 years of empowering  
girls and women



The UN Foundation's Women and Population program works with the UN to promote gender equality and empower women and girls.

Empowering women and girls – providing them with educational and economic opportunities, securing their health and human rights – is essential in the global drive to eliminate poverty, achieve social justice and stabilize the global population. It's simple – unless the needs and rights of women and girls are addressed, it will be impossible to achieve the Millennium Development Goals (MDGs).

For 10 years, the United Nations Foundation has helped carry forward the cause of women and girls. We have fostered cooperation across UN agencies and helped link private sector partners with the UN to advance sexual and reproductive health, provide economic opportunities and secure human rights. Our three program priorities are:

**Supporting Adolescent Girls** – From its inception, the UN Foundation has helped elevate the interests, needs and rights of adolescent girls. Through advocacy and investment, we have galvanized global attention and sustained focus on girls' health, livelihoods and rights. Consistent with UN reform objectives, our investments have encouraged interagency cooperation between the United Nations Population Fund (UNFPA), the United Nations Children's Fund (UNICEF) and other key program leaders. We have been leaders in addressing the causes and effects of child marriage. Working with the Nike Foundation, we have forged a broad public-private partnership between the UN, NGOs and business to help deliver new resources and ideas on behalf of girls and young women.

**Strengthening UNFPA** – The United Nations Population Fund is the world's leading voice on sexual and reproductive health and rights, and population stabilization. For 10 years, the UN Foundation has helped enhance UNFPA's capacity to affect policy change, build awareness in civil society and empower women in developing countries. Our work has strengthened UNFPA field programs and the agency's management of key global responsibilities, like preventing shortfalls of condoms and other reproductive health commodities. To compensate for the U.S. decision to withhold funding from UNFPA, we have supported grassroots resource mobilization campaigns, as well as UNFPA's own advocacy efforts in Europe and Asia.

**Promoting Reproductive Health** – The United Nations Foundation is committed to the vision for universal sexual and reproductive health and rights articulated at the International Conference on Population and Development (ICPD). Achievement of the ICPD program of action is essential for realization of the MDGs. We have supported efforts to mainstream reproductive health services in the fight against HIV/AIDS. And through our investments, we have helped enhance both the quality and quantity of reproductive health services around the world.

## By the Numbers

- Awarded 180 grants totaling \$140 million in support of empowering girls and women
- Raised \$22 million from individual, corporate and foundation partners
- Allocated \$50 million for HIV/AIDS prevention programs
- Funded large-scale adolescent education and livelihood projects in 11 countries in 3 regions
- Delivered \$1 million for emergency provision of health to women in post-conflict Afghanistan
- Launched award-winning online "op-ed page," RH Reality Check, for news, information and commentary on sexual and reproductive health
- Joined UNFPA, Nike Foundation and Population Council in creating Africa's first rigorously evaluated program to discourage child marriage
- Supported UNFPA's implementation of its Reproductive Health Supply Security strategy and upgrading of the Commodity Support Unit
- Reinforced 10th anniversary of the ICPD by initiating World Leaders Statement signed by 250 global leaders from government, industry, NGOs
- Improved the quality of sexual and reproductive health care through investment with UNFPA

A blue-tinted photograph of a metal vent cover on a cracked concrete floor. The vent cover is circular with a central hub and four radial spokes. The concrete around the vent is cracked and weathered. The overall scene is dimly lit, with a strong blue color cast.

**10** years of righting wrongs



The UN Foundation's Peace, Security and Human Rights initiatives help strengthen the UN's work on behalf of a more peaceful and just world.

The United Nations was founded as a platform for promoting peace and advancing human rights. In this capacity, the UN has helped to prevent deadly conflicts, rebuild countries emerging from war and support nations in democratic development. Sixty years after its adoption, the UN continues to champion the Universal Declaration of Human Rights' vision for realizing "the dignity and worth of the human person."

For 10 years, the UN Foundation has stood up for peace, security and human rights. We have helped strengthen the UN's human rights infrastructure and NGO networks in the global south. We also have been a leading voice for UN peacekeeping, which helps share the burden and cost of ensuring peace and security around the world. Our work has helped to advance the emerging field of conflict prevention, and helped to address some of the worst manifestations and impacts of war. Our work has focused on three primary tasks:

**Preventing Conflict** – The UN Foundation lends its voice to the UN's unparalleled work on behalf of peace. Our support has deepened UN capacity in post-conflict reconstruction and transitional support to countries developing the institutions of democratic governance. We have supported judicial and constitutional structures in countries emerging from war. And the UN Foundation is an important advocate for funding and support of UN peacekeeping, which has expanded dramatically in recent years.

**Mitigating the Impacts of War** – The UN Foundation has sought to address some of the visible and invisible impacts of war – from buried landmines to effects on women and children. Our work has helped advance the UN's work to address the cruel conscription of children into armed conflict. We elevated the issue publicly and institutionally by supporting permanent establishment of a UN Special Representative for Children in Armed Conflict. We also have supported programs to bolster women in conflict situations, and their participation in post-conflict reconstruction. Finally, we have been involved extensively in advocating the clean up of the detritus of war – landmines, unexploded ordnance, small arms and light weapons.

**Advancing Human Rights** – The UN Foundation has helped to strengthen human rights capacity at the national, regional and international level. Our work helped support staff capabilities at the Office of the High Commissioner for Human Rights. We also worked in support of the creation of the new Human Rights Council in 2006, and are engaged in ongoing efforts to make it a stronger voice for the promotion of human rights. We have worked with the UN Development Programme and the International Labor Organization to fulfill the rights of indigenous communities in Central America. At the regional level, we have supported development of a network of human rights organizations in the Southern Hemisphere.

## By the Numbers

- Awarded 175 grants totaling \$90 million
- Mobilized \$25 million for landmine education and clearance efforts
- Supported creation of the UN Special Representative on Children in Armed Conflict
- Strengthened the Office of the UN High Commissioner for Human Rights
- Contributed \$4 million to strengthen ties between the UN and human rights organizations and advocates in Latin America, Africa and Asia
- Funded multi-country effort to reduce youth violence and control small arms and light weapons in 4 regions
- Strengthened the UN Department of Disarmament Affairs' work on transforming cultures of violence into cultures of peace
- Provided significant humanitarian assistance support in post-conflict Afghanistan, Iraq, Kosovo, Serbia and East Timor
- Supported training for UN peacekeepers to prevent sexual abuse
- Co-founded Adopt-a-Minefield program that has attracted 200,000 donors and supported landmine clearance over 21,000,000 square miles



10 years of creating  
a new energy future





The UN Foundation's Energy and Climate Change program works with the UN to help usher the world's transition toward a clean energy economy.

Energy is essential to the human experience. Energy powers transportation, provides heat, brings light and drives the machinery that fuels the global economy. The global dilemma is that energy services are unevenly distributed around the world, while burning fossil fuels impacts the climate all human beings share.

The UN Foundation's Energy and Climate Change program has worked for 10 years to help transition the world toward a clean, climate-friendly energy future. We promote access to and the delivery of clean energy services, nurture renewable energy enterprises and advance policies to scale up these solutions globally. Our work has fostered adoption of national and global energy efficiency goals and advanced creative ideas for new international agreements to prevent unmanageable climate changes and adapt to unavoidable impacts. Over time, the UN Foundation has emerged as a respected platform for bringing together environmentalists, economists, business leaders and the UN to reach consensus strategies on:

**Confronting Climate Change** – The UN Foundation plays a key role in strengthening international alliances and advancing agreements to prevent catastrophic climate change. We have worked with UN agencies and technical experts to promote in-depth understanding of the scientific underpinnings of climate change, and the necessary responses to it. We worked with the Club of Madrid to broker consensus among world leaders on a fair, comprehensive framework for a climate agreement to succeed the Kyoto Protocol. At the UN, we have encouraged common cause among nations across the spectrum of development and perspective. And we have consistently supported UN leadership in efforts to move climate cooperation to the forefront of the international agenda.

**Accelerating Energy Efficiency** – Energy efficiency improvements are the “low-hanging fruit” of greenhouse gas reductions. For a full decade, the UN Foundation has worked to harness this invisible resource on behalf of economic development and environmental protection. Around the world, we have accelerated financing for energy efficiency investments, spurred adoption of new regulatory approaches and updated standards that advance efficiency. At the policy level, our international energy efficiency task force has developed a global strategy for doubling the historic rate of annual efficiency improvements.

**Promoting Clean Energy Access** – Throughout its history, the UN Foundation has supported UN efforts to demonstrate commercially viable approaches for delivery of clean energy services to those in need. We have stimulated local enterprises to enhance access of rural and urban poor to clean energy. We have worked with UN agencies to provide seed financing, credit enhancements and loan guarantees that small and medium-sized companies need to advance energy efficiency and develop and market renewable energy. And we have helped convene at the UN major institutional investors to identify the risks of climate change and opportunities in clean energy investment.

## By the Numbers

- Awarded 150 grants totaling \$75 million and raised \$20 million
- Helped create and sustain more than 50 sustainable energy enterprises in developing countries, serving more than 300,000 people
- Developed, with the Club of Madrid, a framework for new climate change agreements that guide current UN-led negotiations of a new treaty protocol
- Launched the International Bioenergy Initiative with 5 UN agencies and the Italian Ministry of the Environment to increase energy access, economic opportunities and clean bioenergy development
- Convened institutional investors with \$20 trillion in assets for UN summits on climate risk, spurring commitment of \$10 billion for clean energy investments
- Promoted U.S. “25x’25” goal (25% renewable energy in the United States by 2025) adopted by Congress and endorsed by 600 partner organizations
- Catalyzed the market for solar home systems in India by creating credit facilities that led to the provision of solar lighting for 100,000 people
- Advanced energy efficiency and clean energy in China through efficiency standards for 12 appliances and increased market demand for solar hot water systems
- Stimulated a \$60 million pipeline of investment opportunities in energy efficiency in Eastern Europe



10

years of advocating policies



The UN Foundation works through the Better World Campaign to advocate on behalf of the United Nations and its causes.

Effective government policies help guide the marketplace toward investments and activities that support, rather than undermine, social, economic and environmental goals. Generous government policies can help mobilize the resources needed to achieve societal objectives for which no market exists. And smart government policies ensure that decision making is open, transparent and inclusive.

The United Nations Foundation was launched in part out of Ted Turner's frustration with the U.S. government's decision to withhold more than \$1 billion in unpaid UN dues. From its founding, that the UN Foundation has been an advocate for effective, fair and wise government policies with respect to the United Nations and its causes. At the UN, we have urged implementation of the Millennium Development Goals and recommendations for strengthening the effectiveness of UN operations.

**Better World Campaign (BWC)** – A project of the UN Foundation's sister organization, the Better World Fund, BWC is a leading voice for a strong, fully-funded UN system. We encourage the United States and other governments to pay their dues, on time, in full and without conditions. Since its founding in 1999, BWC advocacy has resulted in delivery of several billion dollars that the United States was failing to provide as a result of policy restrictions and budget shortfalls. BWC has worked with cities and citizens across the United States to raise the profile of the UN and support its funding. We have championed UN peacekeeping, which helps ensure that no country has to pay all the bills or take all the risks for international peace and security. And throughout our history we have urged member states to work together to strengthen the United Nations so it can meet the challenges of the 21st century.

**Advocating UN Causes** – The UN Foundation and BWC also conduct advocacy campaigns on behalf of key UN causes – from children's health to energy. The Energy Future Coalition and its "25x'25" initiative supported adoption by the United States of a national "25x'25" goal to help secure 25% of all energy from renewable sources by 2025. We have advocated for greater government attention to key childhood diseases and the growing impact of HIV/AIDS on women. We lend our voice to approval of UN-negotiated treaties and urge nations to come together to address unresolved global challenges like climate change.

**Supporting UN Communications** – We work closely with the United Nations to communicate effectively with governments about the UN's work and challenges the organization faces. Our work supports UN crisis communications and adoption of new information strategies that help to better tell the UN story. We've worked with the UN to develop new websites, create UN Radio News Service, engage online media outlets and work with blogs. For several years we have worked with Talkers magazine to convene Talk Radio Day, which matches leading talk radio hosts with UN experts. We also have worked with the UN on numerous communications campaigns – on reform, peacekeeping, climate change, HIV/AIDS and women's empowerment.

## By the Numbers

- Advocated for U.S. agreement to pay almost \$1 billion in UN arrears in 1999
- Urged U.S. re-entry into UNESCO in 2003, ending 18 years of U.S. estrangement from the agency
- Supported 2005-06 UN reform efforts that led to the creation of the Democracy Fund, Peacebuilding Commission, Ethics Office, Human Rights Council and improvements in UN management
- Successfully advocated provision of extra billions of dollars for the UN, its agencies and peacekeeping missions
- Conducted successful online advocacy campaigns – "Great Nations Pay Their Bills," "Don't Shutdown the UN" and "Price of Peace"
- Built a constituency of 50,000 people in the United States committed to constructive U.S. engagement with the UN
- Created UN Wire, a UN news aggregation service with over 50,000 subscribers
- Created UN Dispatch, an online publication that attracts 5,000-10,000 visitors weekly for opinion and discussion on key UN issues
- Supported development and dissemination of the UN High-Level Panel on Threats, Challenges and Change



**10** years of building  
constituencies



The UN Foundation builds constituencies in support of the UN and global cooperation.

Institutions and causes need constituencies -- basic support from the public, in the halls of government or among opinion leaders. When it was founded more than 60 years ago, the United Nations and its work had a natural, worldwide constituency of citizens committed to preventing a third world war. Today, the UN's constituency is more diffuse and, in an age of information overload, ever more difficult to reach.

For 10 years, the United Nations Foundation has been building constituencies for the UN and its key causes. We identify and engage citizens and organizations who appreciate the UN's role as a platform for peace, progress, prosperity and justice and link them to the UN's work. And we harness new communications strategies to educate the public and provide opportunities for citizens to convert their interest into action. Our work includes:

**Campaigning for Change** – The United Nations Foundation creates compelling campaigns that make it easy for individuals to work with the United Nations to address major global problems. Our campaigns appeal to individuals and groups with an affinity for eliminating childhood disease, preserving World Heritage sites or supporting the United Nations itself. These award winning campaigns – Nothing But Nets, Friends of World Heritage, Don't Shut Down the UN– utilize new Web 2.0 techniques and encourage a global audience to communicate and work together in common cause.

**Harnessing New Communications Tools** – To keep up with today's rapidly changing information environment, we are harnessing new communications tools – from social networking to online campaigns. We publish compelling online publications like UN Wire, which aggregates the latest UN news for a world-wide audience; RH Reality Check, an online op-ed page covering reproductive health issues; and UN Dispatch, which posts news and information about the UN and its work. All of these efforts help encourage dialogue and action on behalf of a better world.

**Engaging Young People** – For 10 years, the UN Foundation has worked to engage the next generation – young people working on solutions to global challenges. In 2003, along with more than a dozen other partners, we created "The People Speak," a discussion series that draws young people in the United States and around the world into conversations about international issues. Through partnerships with the National Forensic League, UNA-USA, Americans for Informed Democracy and the International Debate Education Association, The People Speak has enabled tens of thousands of young people to participate in events in all of the United States and across the world, including student debates and town hall meetings, and coffee shop chats and group online discussions.

## By the Numbers

- Created active online constituency of more than 160,000 global citizens to support of UN causes
- Fostered grassroots citizen engagement effort and raised \$4 million through 34 Million Friends of UNFPA campaign
- Launched The People Speak program, a youth engagement program that has organized more than 75,000 events, reaching tens of thousands of people in 50 states and over 80 countries
- Mobilized 35,000 individuals and 40 organizations for Price of Peace campaign in support of UN peacekeeping funding
- Garnered 14,000 petition signatures from 146 countries for Don't Shutdown the UN campaign
- Organized Better World Campaign "Model Cities Program" to advance UN education through more than 500 events in 7 cities
- Developed 60,000 supporters for UN malaria prevention efforts
- Created award winning campaigns – 2006 People's Choice Webby Winner, Best Grassroots Fundraising Campaign 2007
- Engaged tens of thousands of individuals via online social networking communities including Think MTV, Facebook and My Space



**10** years of building  
partnerships



The UN Foundation helps the UN forge major public-private partnerships to tackle global challenges.

Millennium Development Goal 8 may be the most important – calling for a global partnership for development. In today's interconnected world, partnerships are as essential for solving global challenges as they are for business success. Successful partnerships link the entrepreneurial spirit and expertise of the private sector with the social, economic and environmental objectives of public institutions.

Over the past 10 years, the United Nations Foundation has emerged as a dynamic partnership organization capable of bringing together diverse stakeholders to take on difficult global challenges. We have helped strengthen the UN's capacity to engage in partnership activities. And we brought hundreds of new partners into the UN's life-saving development, humanitarian and environmental work. Our role in partnerships varies – from catalyst to convener, advocate to grantmaker, fiduciary to fundraising ally – but our focus is fixed on:

**Supporting UN programs** – The United Nations Foundation has an array of programmatic partnerships designed to deliver expertise, support and services to UN causes. We have identified opportunities for collaboration with scientists, NGOs and industry in support of UN environmental causes. We have fostered partnerships that link faith communities and business leaders with some of the most effective and far-reaching health initiatives. And we collaborate with philanthropic colleagues to address challenges of mutual concern through the UN.

**Advocating Causes** – We have developed advocacy partnerships to advance key issues on the national and international agenda. Working with the Ad Council, we raised awareness about the burgeoning HIV/AIDS pandemic. Our Energy Future Coalition brings together industry and environmentalists, scientists and policy experts to foster a new energy future. We work with a variety of organizations to advocate on behalf of the United Nations. Together with the Nike Foundation, we convened the Coalition for Adolescent Girls to put the needs of young women on the international policy agenda. Working with Expedia, Inc., we are mobilizing the tourism industry to ensure that the world's great places aren't loved to death.

**Building Capacity** – UN Foundation partnerships also help to build the capacity of public and private sector entities committed to global progress. We have worked with the UN and CERES to convene major summit meetings to educate institutional investors about the risks of global climate change. We support and collaborate with the UN Global Compact to promote corporate adherence to key social and environmental standards. And we have helped the United Nations Fund for International Partnership develop its role in advancing UN partnership capabilities.

## By the Numbers

- Worked with United Nations Fund for International Partnerships (UNFIP) on effective execution and reporting on more than 900 grants totaling \$1.3 billion
- Developed 300 programmatic partnerships in support of UN causes
- Initiated project partnerships with 40 governments
- Worked with Expedia, Inc., to organize 50 partners in support of sustainable tourism practices
- Garnered 20 institutional partners for Nothing But Nets campaign, representing diverse sectors from faith to major league sports
- Organized public-private entities to deliver \$100 million in emergency relief for the Indian Ocean tsunami in 2005
- Established Coalition for Adolescent Girls with 32 members representing international agencies, NGOs and foundations
- Created the Energy Future Coalition, which brings together 60 individuals and organizations representing business, NGOs, foundations and former government leaders
- Helped foster development of the UN Office of Partnerships
- Established \$30 million partnership with Vodafone Group Foundation to spur innovative uses of mobile technology



# 10 years of mobilizing resources

PAY TO THE ORDER OF *United States Department of State*  
DATE *September 19, 2001*  
*Thirty-one million twenty-eight thousand four hundred and no/100 DOLLARS*  
*Paul J. Fox* MD  
for the United Nations





The UN Foundation helps connect private capital with the UN's work.

Government initiative alone cannot solve the great global challenges the UN confronts. Eliminating poverty, responding to humanitarian disasters and protecting the global environment requires financial and substantive support from individuals and business, non-governmental organizations and foundations.

The United Nations Foundation is a platform for linking the generous and invaluable contributions of thousands of private supporters with the UN's life-saving work. Our efforts have mobilized hundreds of millions of dollars for health, conservation, clean energy and human rights.

**Harnessing Business Expertise** – For 10 years, the United Nations Foundation has harnessed the expertise of business – in supply-chain management, financial innovation and marketing – to strengthen health systems, secure supplies and improve humanitarian relief operations. Major international brands like Nike, Vodafone and Expedia have joined us to lend their expertise and the time and creativity of their employees to help the United Nations better respond to worldwide social, economic and environmental issues.

**Delivering Additional Resources** – The UN Foundation has emerged over the past 10 years as an important conduit for hundreds of millions of new and additional funds for UN activities. We have become adept at working with business, philanthropy and individuals through successful online and offline campaigns. We also have become recognized as a creative source of ideas for mobilizing capital – pioneering, for example, a new financial mechanism known as polio “buy downs” that has leveraged and accelerated purchases of polio vaccine. And we have worked with our strategic partner at the United Nations, the UN Fund for International Partnerships, to develop efficient, flexible and effective processes for channeling financial contributions to the UN system.

**Effective Fiduciary Services** – As a 501 (c) (3) public charity, the United Nations Foundation has honed its expertise in financial stewardship so that donors can have complete confidence in our fiduciary services and financial controls. We make it safe and easy for individual, business and foundation partners to support UN programs and international activities. Our effective systems of financial accountability and oversight, and regular reporting mechanisms have earned us “gold standard” ratings by charity watchdogs. Overall, we have earned a reputation as a flexible, responsible conduit of support for UN causes. Our governance policies, IRS 990 forms and financial statements are publicly available at [www.unfoundation.org/financial.info.asp](http://www.unfoundation.org/financial.info.asp).

## By the Numbers

- Raised \$700 million new and additional resources and mobilized another \$600 million in parallel financing for UN causes
- Delivered more than \$1.3 billion to help solve global problems over the 1998-2007 period
- Received donations from 100,000 individuals and organizations
- Established low administration cost so that 96 cents of every dollar contributed to the UN Foundation goes to support UN causes
- Obtained highest rating, four stars, from Charity Navigator, an independent charity evaluator
- Mobilized \$10 million for landmine clearance through Adopt-A-Minefield program
- Delivered \$840 million raised for global health including \$165 million for polio eradication and more than \$600 million for measles immunizations
- Allocated \$100 million for energy and climate change programs
- Awarded \$100 million for World Heritage conservation efforts
- Created polio “buy downs” as new financial mechanism to support developing countries purchase of polio vaccine – leveraging more than \$250 million for eradication efforts



our next decade



**Creating Opportunities for Global Progress** – In 1998, Ted Turner envisioned the UN Foundation as a change agent. Ten years later, his vision has become a reality. Our track record demonstrates that we are catalysts for change... in philanthropy, on global issues and at the United Nations.

We enter our next decade of work with a hopeful sense of opportunity for global progress and clear understanding of our organizational value and our organizational values – which are one and the same:

- We value partnerships because we have learned what can be achieved when the public and private sectors work together through the United Nations;
- We value advocacy because we know the leverage and impact that sound policy can have on the kind of social, economic and environmental change the UN seeks;
- We value citizen engagement because the UN was created for “we the people,” and all of us can give back and contribute to a better world; and
- We value the role new and additional resources must play in powering solutions to global challenges.

**Campaigning for Change** – These values will characterize and compel our work as we move forward campaigning for change – to reduce child mortality; empower women and girls; create a new energy future; secure peace and human rights; promote technology innovation; and preserve World Heritage.

The United Nations Foundation has completed its start-up phase and enters its second decade a more effective and purposeful organization. We are proud of what we have achieved...and confident that we’ve just gotten started. With your help and engagement, our campaign to strengthen the UN and create a better world will succeed.

**Join Us** – The United Nations Foundation makes it easy for organizations and individuals to get involved in the life-saving work the United Nations undertakes every day in every region of the world. Please join us in catalyzing change and building a better tomorrow.

Visit [www.unfoundation.org](http://www.unfoundation.org)

In its next decade of work,  
the UN Foundation will  
continue linking people,  
capital and ideas with the  
United Nations to help solve  
great global challenges.



10 years of making a difference

[www.unfoundation.org](http://www.unfoundation.org)

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