



UNITED NATIONS
FOUNDATION



The UN Foundation was created in 1998 with entrepreneur and philanthropist Ted Turner's historic \$1 billion gift to support UN causes and activities. The UN Foundation builds and implements public-private partnerships to address the world's most pressing problems, and also works to broaden support for the UN through advocacy and public outreach. The UN Foundation is a public charity.

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Letter from the Chairman and President

Since the United Nations Foundation first opened its doors in 1998, we have been privileged to wake up each morning with a wonderful challenge: to determine how we can best use this extraordinary opportunity to strengthen the UN and promote a more peaceful, prosperous, and just world.



In pursuing this mission, we have learned firsthand that the scale and complexity of the world's great problems defy simple fixes by single actors; in most cases, they require an orchestration of different abilities, constituencies, and resources. So in recent years, our challenge has broadened to include not just how we can support the UN, but how we can inspire and unite the efforts of the many others who wish to do so as well.

This report illustrates how we work with the UN—and the ways in which that work benefits from close partnership with organizations and individuals from every sector of society. These initiatives reflect the breadth and depth of responsibilities the world has asked the UN to undertake. They also serve as clear evidence of a vital UN, which continues each day to work with others, everywhere, on behalf of those most in need. As the UN Foundation pursues its mission to collaborate for a better world, we continue to be a champion of this good and important institution, and of the many who work within it on behalf of us all.

Goodwill is in abundance. What's needed is to translate that goodwill into action. Join us. The work of the world awaits.

Sincerely,

A handwritten signature in black ink, reading "R.E. Turner".

R.E. Turner
Chairman

A handwritten signature in black ink, reading "Timothy E. Wirth".

Timothy E. Wirth
President

An Introduction to the UN Foundation

The UN Foundation strengthens and supports the UN and its causes through a blend of advocacy, grantmaking, and partnerships. Wherever possible, we align these core organizational assets behind the large-scale problems we address.

Advocacy. From the outset, we have worked to strengthen the relationship between the UN and the U.S. government—with a focus on getting Congress to clear up billions of dollars in arrears owed by the U.S. to the UN, and on continuing to pay our dues on time and in full. This effort—led by the UN Foundation’s sister organization, the Better World Fund—built the base for broader public outreach campaigns about the importance of international cooperation and a strong U.S.-UN relationship.

Grantmaking. Since our inception in 1998, the UN Foundation and Better World Fund have awarded grants amounting to over \$900 million—including nearly \$400 million in funds from dozens of partners and thousands of grassroots donors—in support of UN projects and activities in 115 countries.

Partnerships. The UN Foundation makes it easy to engage in the work of the UN. As a

Our Areas of Focus



Children’s Health

- Support worldwide vaccination of children through polio and measles immunization campaigns.
- Decrease childhood mortality by strengthening public health infrastructures and their capacity to control infectious diseases such as malaria.



Environment: Biodiversity & Climate Change

- Strengthen the protection of natural World Heritage sites and provide surrounding communities with access to sustainable livelihoods.
- Develop effective policy frameworks and financing mechanisms to promote climate change mitigation and clean energy development.

platform for partnering with the UN, we help corporations, foundations, governments, and individuals make a difference in the important work the UN does across a broad range of issues. Our role in these partnerships varies—from catalyst to convener, advocate to grantmaker, fiduciary to fundraising ally—but in each case, we are able to achieve an outcome that is greater than what any single actor would have accomplished working alone. These efforts are conducted in close coordination with the United Nations Fund for International Partnerships (UNFIP), our strategic counterpoint within the UN system.

You can join us. The following pages include some of the approaches we use to collaborate with others to make a difference in the world:

- Engaging the Public in the UN’s Work;
- Building Coalitions around UN Causes;
- Leveraging Business Expertise and Resources;
- Facilitating Individual Giving to UN Causes; and,
- Amplifying the UN’s Voice.



Peace, Security & Human Rights

- Promote the rule of law in developing countries and improve national capacities in good governance, especially UN programs that target women, children, and youth.
- Support the UN’s response to countries emerging from conflict.



Women & Population

- Increase the visibility and priority of adolescent reproductive health within the UN system, and encourage UN agencies to set a common agenda and collaboratively address adolescent girls and HIV/AIDS.
- Support the mobilization of funds for reproductive health supplies.

Engaging the Public in the UN's Work

The public's attention is often a precondition for changing the status quo. The UN Foundation's outreach efforts educate citizens and communities about the most pressing global challenges we face, and about the opportunities available for each of us to help address them.



Adopt-A-Minefield

Begun in 1998 by the United Nations Association of the United States of America and the UN Foundation, Adopt-A-Minefield is the world's largest nongovernmental source of funding to clear landmines and aid survivors. It connects the passion of people around the world with the action of the UN. To date, it has raised over \$13 million and helped clear more than 250 fields of landmines, planting hope in place of fear.

www.landmines.org

The People Speak

The People Speak

In a time of war and an age of globalization, international affairs affect us all. In 2003, the UN Foundation and more than two dozen partners created *The People Speak*, a discussion series that draws Americans into conversations about international issues. The series has tapped into a broad desire for genuine exchange and understanding: through 2005, there were over 10,000 events in all 50 states, ranging from student debates to town hall forums.

www.thepeoplespeak.org

Apathy Is Lethal

Apathy is Lethal

"AIDS is preventable. Apathy is lethal." These six words form the basis for a series of powerful public service announcements being broadcast throughout America, thanks to a partnership among the Advertising Council, the Leo Burnett ad agency, and the UN Foundation. Funds raised by the series support the Global Fund to Fight AIDS, Tuberculosis and Malaria and UNAIDS.

www.apathyislethal.org



The Africa Live Malaria Concert and Caravan

The Roll Back Malaria Partnership and the UN Foundation launched the Africa Live Malaria Concert and Caravan to bring together top African performers to educate Africans about malaria, a preventable disease which kills 150,000 Africans each month. The concert and a caravan tour have been broadcast on radio and television throughout Africa, reaching millions.

In Focus: Taking on Polio



"We as a civilization have few things we can accomplish of genuinely lasting significance for mankind...the eradication of smallpox, and now, perhaps, polio, will stand as our pyramids."

—Dr. Atul Gawande, Staff Writer, The New Yorker

Since it began work in 1988, the Global Polio Eradication Partnership has helped reduce new cases of polio by 99%. Through September 2005, only six countries remained officially polio endemic: Afghanistan, Egypt, India, Pakistan, Niger and Nigeria. The UN Foundation is honored to work with the Partnership—which consists of Rotary International, UNICEF, the U.S. Centers for Disease Control and Prevention, and WHO—to further its efforts in polio eradication.

In 1999, the UN Foundation committed \$30 million to the Partnership, which was joined by an additional \$50 million from the Bill and Melinda Gates Foundation—their first global health grant. The UN Foundation also teamed up with Rotary in 2000 to expand its grassroots fundraising campaign, which combined with Rotary's second membership drive, helped generate more than \$100 million in additional private resources (since 1985, Rotary has raised a remarkable \$600 million for polio). Another \$2 million investment in WHO's efforts to ramp up its public-sector fundraising has yielded hundreds of millions of dollars more.

Along with the World Bank, Rotary, and the Gates Foundation, the UN Foundation also helped create a new financing mechanism called a loan "buy-down." A buy-down converts a World Bank loan to polio-endemic countries into a grant to purchase polio vaccine for immunizations, enabling poor countries to address immediate polio eradication needs without adding to their debt burden. Three buy-downs—made possible in part by donations from thousands of Rotarians—have freed up over \$100 million for immunizations in Pakistan and Nigeria.



To learn more, visit www.polioeradication.org

Building Coalitions around UN Causes

Issues like global warming and women's reproductive health affect every part of society. They also benefit from the participation of every part of society. The UN Foundation works to build coalitions that tackle these problems, in concert with the ongoing efforts of the United Nations.

MEASLES INITIATIVE

The Measles Initiative

The Measles Initiative has enabled African governments to vaccinate more than 250 million children, and has also helped strengthen the infrastructure for routine delivery of anti-malarial bed nets, immunizations, and other life-saving services. The Initiative is a partnership of the American Red Cross, UNICEF, the U.S. Centers for Disease Control and Prevention, WHO, and the UN Foundation.

www.measlesinitiative.org



World Heritage

From the Galapagos Islands to the Grand Canyon, World Heritage sites are places that have been internationally recognized for their outstanding value to humanity. The largest private donor to World Heritage, the UN Foundation works to strengthen UNESCO's World Heritage Centre, and also develops partnerships with conservation allies like Conservation International and The Nature Conservancy, and corporations such as the Gillette Company.

whc.unesco.org



Institutional Investor Summit on Climate Risk

In 2003 and 2005, the UN Foundation and the nonprofit Ceres convened members of the financial community at the UN to examine the investment risks and opportunities presented by global warming. At the 2005 Summit, institutional investors representing \$3 trillion in assets issued a 10-point plan on disclosure of climate risks, and pledged to invest \$1 billion in clean energy technologies.

www.ceres.org

RH SUPPLIES **COALITION**

The Reproductive Health Supplies Coalition

200 million women worldwide want but lack access to contraceptives and reproductive health supplies. The UN Foundation works to help address this supply shortfall through the RH Supplies Coalition, which coordinates the efforts of key donor agencies, as well as technical agencies and developing country representatives.

www.rhsupplies.org/coalition.shtml

In Focus: Powering Sustainable Development



“The environment is the major asset of the developing world—the poor have little else. It must be preserved and used responsibly for sustainable development.”

—Klaus Toepfer, Executive Director, UN Environment Programme

Economic development cannot occur without access to energy, yet one third of the world’s people lack electricity and other modern energy services. Half of all jobs worldwide depend on fisheries, forests, and agriculture, yet global warming is disrupting the climate on which they depend. The world economy relies on oil for transportation, yet its use pollutes the air and worsens global warming, and its rising cost retards economic growth. We need better answers.

The Energy Future Coalition was created by the UN Foundation and other partners to address these three global challenges: energy poverty, climate change, and oil dependence. A nonpartisan public policy initiative, the Coalition brings together business, labor, and environmental leaders to identify and promote new solutions.

For example, the Coalition and the UN Foundation have worked together to support greater use of biomass fuels like ethanol and biodiesel, which can be produced sustainably in the U.S. and many developing countries, providing domestic alternatives that are cleaner than gasoline and reduce global warming emissions.

To spur sustainable growth, the UN Foundation’s energy and climate program has nurtured rural energy businesses in Africa, Brazil, China, and India. The Coalition now seeks to build on those models through an innovative financing mechanism called Global Development Bonds that will attract Western private-sector capital.

Sustainable energy and economic development can work hand-in-hand to lift our neighbors out of poverty and protect the environment that sustains us.



To learn more, visit www.energyfuturecoalition.org

Leveraging Business Expertise and Resources

From infrastructure to local knowledge, technical and marketing expertise to financial resources, the business community makes invaluable contributions to the global community. The UN Foundation develops partnerships that connect the strengths of business with the needs of the UN, and the people it serves.



Expedia Inc.

Expedia sells hotel rooms, flights, and vacation packages to millions of people each year. Through a partnership with the UN Foundation and UNESCO, Expedia is using its platform to promote sustainable tourism to World Heritage sites. Now, tourists can visit these remarkable sites while also learning how to help preserve them for future generations to enjoy.

www.friendsofworldheritage.org



The Nike Foundation

In 2005, the Nike Foundation announced a new focus for its work: helping give the world's most disadvantaged girls the opportunities and information they need to lead full, active lives. Seeking a partner to help it navigate the many options for action available both within the UN and outside it, the Nike Foundation formed a partnership with the UN Foundation, with a goal of focused investing in adolescent girls in the developing world.

www.nikefoundation.org



The Coca-Cola Company

The world's largest beverage company is putting its vast networks and know-how to good use. Following the Indian Ocean tsunami, Coca-Cola entered into a partnership with the UN Foundation and the UN to help restore the water and sanitation systems that were washed away, including an initial \$1 million commitment and dedicated staff resources in affected countries.

www.coca-cola.com



MAC Cosmetics

MAC is a pioneer in consumer engagement—sales of its VIVA GLAM lipstick raise \$1 million per month to fight AIDS. It is also a partner of the UN Foundation, jointly raising funds and awareness for the Global Fund to Fight AIDS, Tuberculosis and Malaria, and the Women and AIDS U.S. Tour, which educated audiences ranging from churches and schools to “Good Morning America” about the heavy toll AIDS takes on women.

www.macaidsfund.org

In Focus: Applying Technology to Global Problems



“With 150 million customers and 60,000 employees in 26 countries, Vodafone is a global network of people and technology. It’s important to us that we engage the world around us, and there’s no better vehicle for that than the UN.”

—Arun Sarin, CEO, Vodafone

A recent World Economic Forum report identified four ways business can help achieve the Millennium Development Goals: core business activities, public-private partnerships, philanthropy, and efforts to improve governance and public policy. Our collaboration with the Vodafone Group Foundation touches them all.

Vodafone is a global leader in mobile telecommunications. In June of 2004, the Vodafone Group Foundation announced a five-year, £10 million commitment to UN causes, to which the UN Foundation will add £5 million. The resulting partnership leverages Vodafone’s core strengths—its cutting-edge mobile technology, global infrastructure, and capacity for mass consumer outreach—to help the UN meet key health, social, environmental, and economic development challenges. It also serves as “patient capital,” encouraging new initiatives to take life.

Through the partnership, Vodafone capacity is helping the UN improve disease surveillance and environmental data collection; overcome supply chain, logistics, and distribution challenges; and enhance microfinance and emergency communications initiatives. For example, in response to the Indian Ocean tsunami, the partnership is working with the World Food Programme on humanitarian early warning systems. The partnership also supports policy reform to advance the UN’s work on technology and development, consistent with the findings of Vodafone’s recent landmark study on the economic impact of mobile telecommunications in Africa.



To learn more, visit www.vodafonefoundation.org

Facilitating Individual Giving to UN Causes

The depth of global need is matched by a deep reservoir of compassion from individuals around the world, whether wealthy or of modest means. As a public charity and the fiduciary for a number of grassroots and global efforts, the UN Foundation offers individuals easy ways to support specific causes.



The Global Fund to Fight AIDS, Tuberculosis and Malaria

The Global Fund is the financial instrument through which the world coordinates its efforts against three deadly diseases, which—despite being preventable—kill six million people each year. To support the Global Fund’s mission, the UN Foundation provides individuals and corporations an easy way to join the global fight. More than 2,000 individuals and 150 organizations have made contributions.

www.theglobalfund.org

HOTEL RWANDA

Hotel Rwanda

The makers of this critically acclaimed film partnered with the UN Foundation to create the International Fund for Rwanda, which supports UN Development Program initiatives assisting Rwandan survivors. “The goal of the film is not only to engage audiences in this story of genocide but also to inspire them to help redress the terrible devastation,” says director Terry George.

www.mgm.com/ua/hotelrwanda



One By One

Profoundly moved after watching an “Oprah” show on fistula, a devastating childbirth injury, two Seattle women partnered with the UN Foundation to create this volunteer-led project. One By One operates through online “giving circles,” allowing friends and family to pool together to recruit members and raise funds for the UN Population Fund’s Campaign to End Fistula.

www.onebyoneproject.net



The UN Foundation Tsunami Fund

The UN Foundation Tsunami Fund gives individuals an easy and efficient way to channel their compassion into action. Employees and members from groups including the Asia Society, Coca-Cola, the Council on Foundations, the International Community Foundation, the Synergos Institute, and the UN have reached out to their networks and rallied to support victims of the tsunami.

www.unfoundation.org/tsunami.asp

In Focus: Making a Difference through Global Giving



“A better future for all is possible. I’ve dedicated my career to helping people make the world a better place by investing with their values. Charitable giving plays a vital role in creating positive change—especially overseas, where even a modest contribution can change the course of a life.”

—Amy Domini, Founder, Domini Social Investments

Domini Social Investments helps investors make a difference in the world. By offering investment products that meet social and environmental standards and direct capital to underserved communities, Domini has helped to pioneer the concept of socially responsible investing.

Now, a partnership between the Domini Foundation and the UN Foundation is introducing another way to help shape a better world: the Domini Global Giving Fund. The Domini Global Giving Fund is a donor-advised fund that exclusively supports UN Foundation programs to improve children’s health and protect the world’s natural beauty and precious resources.

Donors who create a Giving Fund account receive an immediate tax deduction but have flexibility in deciding when and how to allocate grants to programs on a specially selected menu. The balance is invested in a pool of Domini mutual funds, allowing for growth over time and helping support social and environmental change even before being allocated to programs. The UN Foundation provides matching funds at rates of up to 100% on gifts made to its programs.

The Domini Global Giving Fund is the perfect opportunity for donors to give to the UN Foundation causes they care about, support forward-looking businesses, and establish a legacy of giving for their families.



To learn more, visit www.dominiglobalgiving.org

Amplifying the UN's Voice

A strong UN requires effective communication with many different constituencies, both within the U.S. and around the world. The UN Foundation's efforts focus on increasing understanding of the UN's role and value, and on helping the UN communicate with policymakers, the press, and the public.



Educating Journalists about the UN's Work

Working with organizations like the National Conference of Editorial Writers and the Radio-Television News Directors Foundation, the UN Foundation brings journalists to the UN to meet officials and attend conferences, and sends journalists to the field to witness the impact of the UN's work firsthand.



UN Minutes

Through UN Minutes, a new project being supported by the UN Foundation, radio networks and stations across the country have access to free and frequent reports about the UN's work, geared specifically toward American audiences. Topics of coverage include the U.S. position on major UN and international issues, and profiles of American staffers and volunteers working at headquarters and abroad.

UN WIRE

UN Wire

UN Wire is a free e-mail brief on United Nations and world news culled each business day from hundreds of publications. UN Wire delivers news and analysis on a wide range of UN issues to the inboxes of subscribers all over the world. It also links to a daily roundup of commentary on leading blogs collected by UN Dispatch (www.undispatch.org), a blog which the UN Foundation supports. Concise and readable, UN Wire makes it easy to stay up-to-date on UN and international affairs.

www.unwire.org



Bringing Americans to the UN

The UN Foundation regularly brings Americans to the UN to learn about the institution up close and in depth. For example, when the U.S. presidential campaign brought the Republican National Convention to New York, the UN Foundation invited visiting delegates and observers to visit the UN. More than a 1,000 Convention attendees toured the UN, where they participated in a briefing with Deputy Secretary-General Louise Fréchette, as well as several key Americans working at the UN.

In Focus: Strengthening the U.S.–UN Relationship



“As the founding country, host country, and most influential member, the United States is essential to the success of the United Nations.”

—Nicholas Burns, U.S. Under Secretary of State for Political Affairs

The Better World Campaign, a nonpartisan national education and outreach effort, works to strengthen and widen the U.S.–UN relationship. As the UN Foundation’s advocacy arm, BWC focuses on making policymakers, the media and the American public more aware of the value to the U.S. of the UN’s critical work.

The Campaign has become a key advocate for the UN on Capitol Hill. Since BWC’s establishment in 1999, Congress has taken a number of significant steps to strengthen the U.S.–UN relationship, including paying nearly \$1 billion in U.S. debt to the UN, according to the terms of the 1999 Helms-Biden act, and renewing U.S. membership in the UN Educational, Scientific and Cultural Organization (UNESCO) in 2003, after a 19-year lapse.

In each case, BWC combined advertisements and informational events with direct contact with congressional offices, the media, and the policymaking community. BWC also works to foster a more vigorous, high-level dialogue by bringing UN spokespeople to Washington for briefings and by supporting visits to the UN by representatives of important U.S. constituencies.

In 2004, for example, BWC provided policymakers with accurate and timely information regarding the UN Oil-for-Food Program, as well as the UN’s role in Iraq and Afghanistan. It also sponsored congressional briefings on issues such as UN peacekeeping and the UN’s role in Iraq’s January 2005 election.



To learn more, visit www.betterworldcampaign.org

In Focus: Advocacy in Print

For all those who dream of democracy.
THE UN DEMOCRACY FUND, ADVANCING THE CAUSE OF LIBERTY.

"Because I believe the advance of liberty is the path to both a safer and better world, today I propose establishing a Democracy Fund within the United Nations."


*President George W. Bush,
UN General Assembly, September 21, 2004*

On July 4, 2005, UN Secretary-General Kofi Annan announced the creation of the UN Democracy Fund. Through this Fund, the UN will be able to provide legal, technical and financial assistance and advice to new and emerging democracies.

Twenty-six nations, led by the United States, have already joined together to express their support for the Fund. Working together with the UN, they are making the dream of democracy a reality around the globe.

Visit www.unfoundation.org to learn more.

UNITED NATIONS FOUNDATION




Don't Forget!

Congress promised to pay the United Nations. In 1999 Congress passed the bi-partisan Helms-Biden legislation promising that America would pay its UN arrears if the UN met certain conditions. The United Nations kept its part of the deal, undertaking its own reforms and meeting the Helms-Biden conditions. Now, it's time to keep our promise.

Although both the House and the Senate have voted in separate bills to release the second Helms-Biden installment of \$552 million, the payment is stalled. Congress must end this legislative stalemate now. Otherwise, at the opening of the UN General Assembly on September 11, the U.S. will once again be the UN's largest debtor.

Congress must act and honor our commitment to the UN — it's long overdue. Congress must release U.S. funds for peacekeeping and pay our overdue bills.

Great Nations Keep Their Word



EVERY 14 SECONDS, AIDS TURNS A CHILD INTO AN ORPHAN.



IT COSTS FIVE DOLLARS TO STOP ONE OF THE WORLD'S SMALLEST TERRORISTS.

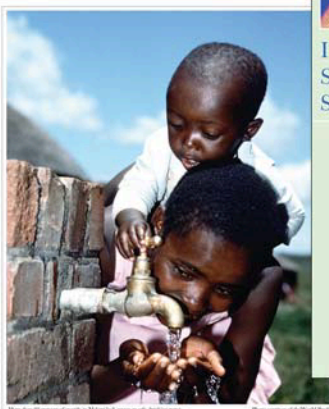
Malaria is the leading cause of death among human beings. Even today, it kills 3,000 people a day, 90% of them children under five years old.

But we know where this terrorist lives. We know how to stop her. We just have to do it.

For five dollars, we can supply a child with a long-lasting, insecticide-treated bed net that dramatically reduces the risk of this disease. The prompt delivery of treatments can reduce deaths by half. All we have to do is act.

The United Nations is leading the effort to protect vulnerable groups in malaria-endemic areas in Africa. Programs that prevent and treat malaria are a bargain. And they are the biggest lifesavers on Earth.

Today, April 25, is Africa Malaria Day. To learn more about the disease and what you can do to help stop it, visit www.unfoundation.org



Health is wealth.
The UN is helping.
You can too.



CONGESS PROJECT
UNIVERSITY OF CALIFORNIA
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The UN Foundation's overhead costs are covered by private support.
100% of your gift goes directly to the people who need it most.

CFC #2605

DE. TO HELP CALL 866-AIDS-FUND
NTABLE. APATHY IS LETHAL.

UNITED NATIONS FOUNDATION

When new democracies stand up to say
"we the people"

The UN is there.

“We live in an age of
unprecedented need, but also
one of unprecedented promise.
The possibilities for doing good
have never been greater.
Everything we need to change
the world is within our grasp.”

—Ted Turner

To learn how you can join in the
work of the world, please e-mail
partner@unfoundation.org.

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