

In focus: NGO fundraising coalitions and Typhoon Haiyan

Working through fundraising coalitions, NGOs can raise significant sums. Fundraising appeals through these platforms can bring profile for a crisis as well as funds, and also catalyse funding from government donors. The UK government, for example, match-funded the first US\$5 million raised by the Disasters Emergency Committee (DEC) (a fundraising platform for UK-based INGOs) for its Philippines Typhoon appeal.

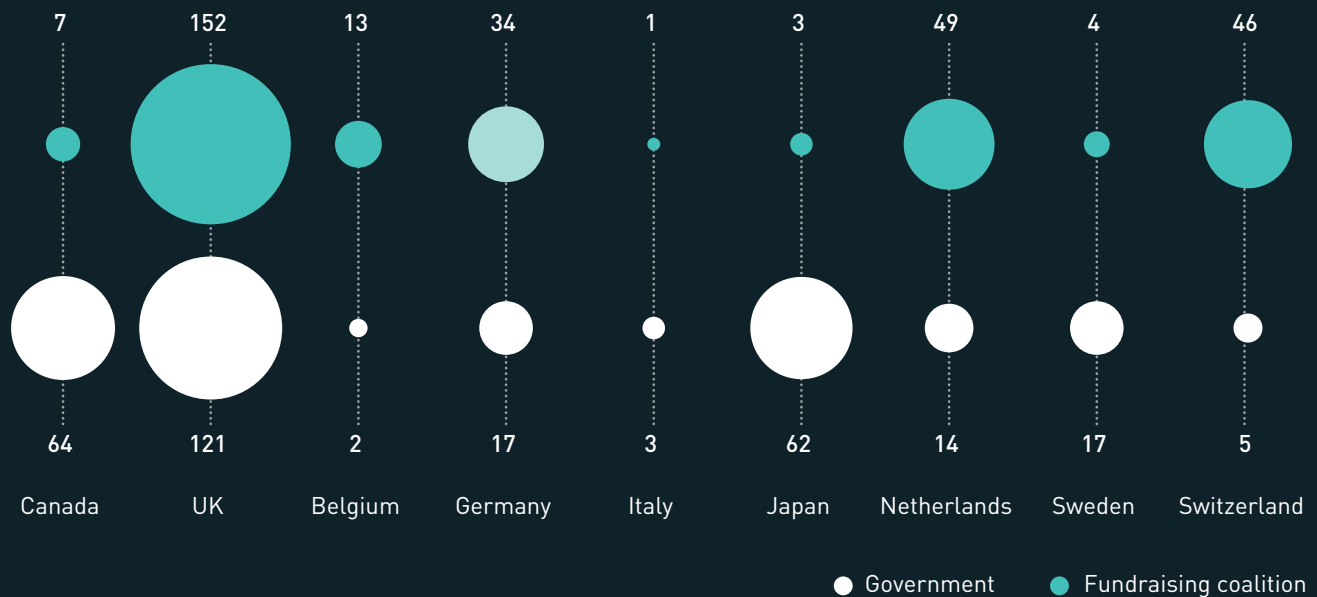
The nine coalitions, featured in Figure 3.15 raised more funds for Typhoon Haiyan than their respective national governments. Belgium's Consortium 12-12 raised over six times the amount reported by its government and Switzerland's Chaîne du Bonheur 10 times that of the Swiss government.

The data for this funding for the Haiyan appeal illustrates the reporting gaps in private funding. Only two of these nine organisations (the DEC and Dutch SHO) appear as donors in UN OCHA's Financial Tracking Service (FTS) and, of the US\$49 million raised by the SHO, only US\$817,000 has been reported to the FTS. However, other funding raised through these coalitions may be captured under general categories. UN OCHA FTS data for Typhoon Haiyan includes US\$89.3 million of funding from "Private (individuals and organisations)" and "Various donors (details not yet provided)".

FIGURE 3.15

Funds raised for Typhoon Haiyan by nine NGO fundraising coalitions, and funding from their respective governments

US\$ millions



Source: Development Initiatives based on data from the Humanitarian Coalition (Canada), the DEC (UK), the Belgian Consortium for Emergency Situations (Consortium 12-12), Aktion Deutschland Hilft (Germany), AGIRE (Italy), the Japan Platform, Dutch Cooperating Aid Agencies (SHO), Radiohjälpen (Sweden), Chaîne du Bonheur (Switzerland) and UN OCHA FTS

Notes: Germany's fundraising coalition figure is an estimate based on the total amount raised by all Emergencies Appeals Alliance (EAA) organisations, minus the total raised by the remaining seven members. DEC includes GB£5 million from the UK government. Other coalitions' data may also include funds donated to the platform by the national government. Data downloaded 3 July 2014. Exchange rates applied.