

THE WORK OF UN WOMEN NATIONAL COMMITTEES

INFORMAL BRIEFING TO THE
UN WOMEN EXECUTIVE BOARD
10 October 2023



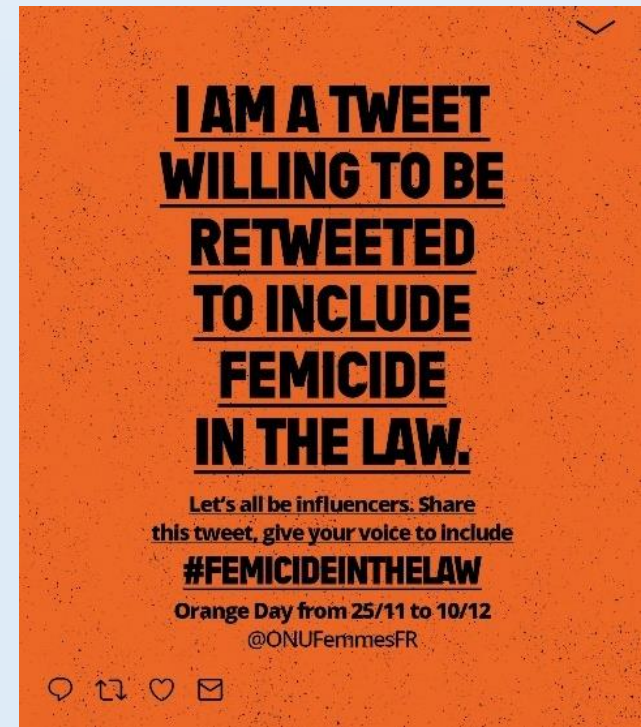
WE INFLUENCE CHANGE VIA NATIONAL ADVOCACY

We are able to **shape conversations about gender equality** in our countries, often effecting change to domestic and foreign policy.

We are pushing the boundaries of global leaders' thinking, assembling powerful communities of gender equality advocates.



Between us, we have **mobilized millions of supporters** around campaigns on issues on which UN Women is the leading global voice; including HeForShe, Generation Equality, CSW and COP.



WE MOBILIZE ACTION



Cyberflashing is not a joke. Bumble's research shows that nearly **half of people aged 18-24** in the UK have been sent a sexual photo they did not ask for.

Unsolicited nude photos are sent every day, making people around you feel distressed, unsafe, and violated.



Using CSW, UNGA, COP and beyond, we are building online communities of influential supporters who we can call on to provide long-term financial support at all levels.



Jess Gosling (She/Her) • 1st

⚡ Futures/Complex Issues Lead @ UK Gov I 🌍 ...
1w • 🌐

You might not know but I've previously been based at two **United Nations** agencies. I worked on gender equality, civil society and conflict resolution issues.

As such, I am incredibly excited to be selected as a delegate for **UN Women UK** for the upcoming two week conference on the 67th Session on the Commission of the Status of Women (CSW67).

This gathering is a big one. It is largest annual gathering of gender equality advocates in the world!



WE WORK CLOSELY WITH OUR GOVERNMENTS

Many of the National Committees have very close relationships with their Governments - from the Cabinet, to Permanent Missions, to wider cohorts of Parliamentarians.



This has enabled us to mobilize Governmental support, increase political engagement and **provide visibility to the Government's gender equality agenda.**

8 out of 13 NatComs receive financial support from their Governments in 2022 – those that receive support are stronger and have more impact.

OUR REACH IS MEASURABLY INCREASING AWARENESS



National Committees are able to use their partnership networks to gain hundreds of thousands of dollars of media space in their countries, brand-building for UN Women via national news and public campaigns.

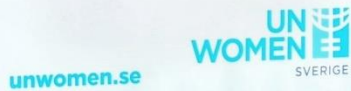
Alongside our educational activity among Parliamentarians, this is accelerating our journey to becoming the household name for gender equality in our markets.

164 193-

En av tre kvinnor
utsätts för fysiskt
eller sexuellt våld
under sin livstid.



END VIOLENCE
AGAINST WOMEN



OUR REACH IS MEASURABLY INCREASING AWARENESS



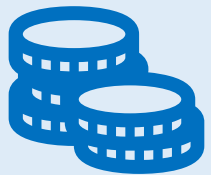
Unite For
**GENDER
EQUALITY**

FIFA® *in support of* UN WOMEN



WE ENGAGE WITH THE PRIVATE SECTOR

National Committees are ideal for long-term private fundraising growth, ensuring compliance with charity laws and facilitating tax receipt issuance, especially in countries with corporate tax incentives for donations.



US\$ 3.88 million raised through **302 corporate partnerships** in 2022

WE RAISE CRITICAL FUNDS TO SUPPORT PROGRAMMES

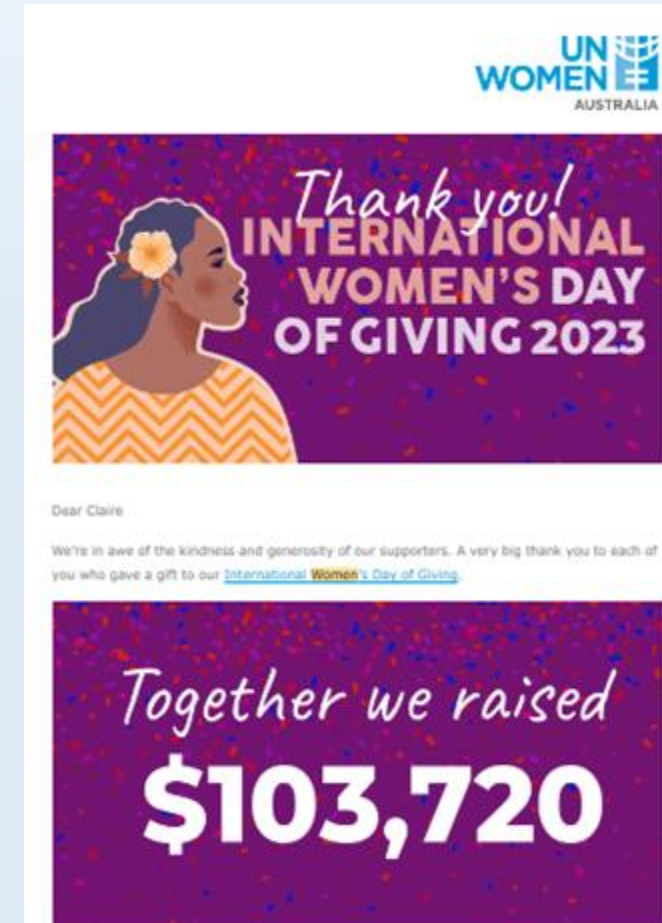


US\$ 5.7 million raised for **Non-Core** in 2022

US\$ 2.7 million raised through **emergency appeals** in 2022

As a global family, we share campaign resources to enable us to have readiness to move quickly in crisis.

We are using our in-depth market knowledge to raise more funds with every appeal, both for programmes in the field and for regular resources.



Supporting the Field

\$400,000 grant from Orange through partnership with the French NatCom for the **“Buy From Women”** programme in **West and Central Africa**

Dutch NatCom's **“Water Challenge”** raising funds for **Sierra Leone**

Austrian NatCom raising funds for **Bosnia and Herzegovina**

Icelandic NatCom raised **\$70k** for **“A Safe Embrace”** in **Turkey**

German NatCom raising funds for **Lebanon**

\$2.7 million raised collectively by NatComs for the **Ukraine Crisis**

EUR500,000 grant from Siemens through partnership with the German NatCom for the **“African Girls Can Code Initiative”** in **South Africa, Kenya, Senegal, Rwanda, and Uganda.**

More than \$0.5 million raised for the **Afghanistan Crisis**

Australian NatCom raising funds for **Sri Lanka's Food Relief Appeal**

Finnish NatCom raising funds for **Ethiopia**

\$90,000 raised by the Icelandic NatCom for **LGBTQIA+ Fund**

\$20k raised for the **Flood Emergency in Pakistan**

Japanese and Swedish NatComs raising funds for **Bangladesh**

German NatCom raising funds for **RO Bangkok's EmPower** programme

Australian and New Zealand NatComs supporting **The Pacific**

WE RECRUIT MONTHLY DONORS, ENSURING A CONTINUOUS INFUX OF CORE FUNDING



US\$ 3.94 million raised for **Core** in 2022

17,402 monthly givers in 2022

UN Women Australia
Sponsored · Paid for by UN Women
Australia · 🌐

Women have been fighting for their rights and social equality for decades a... See more

FORM ON FACEBOOK
Still Fighting for Equality [Learn more](#)

Like Comment Share

Keinoja lopettaa seksuaalinen väkivalta:

- ✓ ÄLÄ RAISKAA.
- ✓ ÄLÄ NORMALISOI RAISKAUSKULTTUURIA.
- ✓ ÄLÄ SYLLISTÄ UHRIA.
- ✓ USKO UHREJA.

~~KERRO NAISILLE MITEN VÄLTTYÄ RAISKAUKSELTA~~

UN WOMEN SUOMI

unwomensuomi • Seurataan

unwomensuomi SV: seksuaalisen väkivallan normalisointi, uhrien syyllistäminen

✘ "Naisten alkoholinkäyttö on lisääntynyt, mikä saattaa näkyä myös otteen herpaantumisenä viihteellä."

✘ "Poliisi suosittelee suunnittelemaan ennakkoon, kuinka raiskaustilanteessa tulee toimia."

Nämä ovat lainaus viime vuoden elokuussa Alibi-lehdessä julkaistusta artikkelista, jossa haastatellaan "poliisissa vuosia seksuaalirikoksia selvittänyt rikostutkijaa". Artikkelin on julkaistu otsikolla "Näin voi välttyä raiskauksesta"

panic.and.freakout ja 20,293 muuta tykkäävät

HELMIKUU 9

Lisää kommentti... Julkaise

As the **only source of Core funding alongside governments**, and the key driver of sources of funding such as monthly giving, Cause-Related Marketing and major donor fundraising within the UN Women family, National Committees are a critical source of sustainable public and private funds.



INVESTING IN FUNDRAISING GENERATES RAPID RETURNS

When UN Women invests in its fundraising via the work of National Committees, we are **able to generate significant returns** in a short period of time.

Our estimated returns on investment reach **\$2.70 after 3 years and \$5 after the average lifetime of a monthly giver** (7 years). This ROI continues to grow as we share learnings and expertise.

Australia, Germany and Iceland received investment funds from UN Women in 2023. **Preliminary results from Australia extremely promising** only after 5 weeks after campaign's launch.



THANK YOU

