

UNITED NATIONS FOUNDATION AT 20 YEARS



UNITED NATIONS
FOUNDATION

We thank the women and men who serve the United Nations every day with courage and compassion for their commitment to the spirit of UN Charter and for their tireless efforts to promote peace, progress, and human dignity. We also thank the hundreds of thousands of people who have taken action to support the UN and a better world for everyone, everywhere.



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“More than ever before in human history, we share a common destiny. We can master it only if we face it together. And that, my friends, is why we have the United Nations.”

Former Secretary-General Kofi Annan
(1938-2018)



LETTER FROM THE PRESIDENT

Dear Friends of the United Nations Foundation,

Twenty years ago, the UN Foundation was created out of a deeply held belief in the mission of the United Nations — to advance our shared humanity and possibilities. While we pledge allegiance to different flags, our desire for peace, prosperity, and opportunity is borderless.

Today, just as in 1998, the world's most serious problems transcend geography. Global challenges — climate change, infectious disease, strife, and poverty — are connected and cannot be solved by any single nation on its own.

It was clear two decades ago that the global community needed to strengthen its capacity to act together and put resources behind the United Nations as the one organization dedicated to advancing the security, well-being, and dignity of everyone, everywhere.

That's why Ted Turner established the UN Foundation with a \$1 billion investment in the UN and UN causes. Ted's gift also arrived at the beginning of a new wave of philanthropic activism that rose up in the following decades to solve urgent international issues.

Global action and partnership sparked progress — vaccinating a record number of infants against preventable diseases, expanding access to modern contraception to more than 300 million women in developing countries, increasing the number of people with access to clean energy and mobile phones,



“Global progress doesn’t happen by accident; it happens because of collective action. Thanks to incredible partners working alongside the UN, the world is healthier, more prosperous, and more peaceful than ever before. To continue down the path of progress, we need to choose solidarity over division and continue to work together with the UN to leave no one behind.”

Kathy Calvin

ending civil war, advancing human rights, and opening the doors of education to more girls than ever before. There have been difficulties along the way, but the lesson is clear: global cooperation – rooted in upholding human dignity – leads to global progress.

The UN Foundation has supported these efforts by bringing together powerful networks of business leaders, philanthropists, faith-based coalitions, governments, students, and civil society organizations to support the UN and its work. We have doubled the impact of Ted's initial investment, and we have built the single largest-ever constituency of UN supporters in the United States.

But progress needs protectors, and we have new battles to fight and hard-won achievements to defend.

In this turbulent and rapidly evolving world, the UN's work is more important than ever. So is the work of those of us who support it.

As the UN and its Member States pursue a universal agenda for progress – the Sustainable Development Goals (SDGs) – and strive to rise to the collective challenges before us, the UN Foundation will be there every step of the way.

From the beginning, the Foundation and our exceptional Board of visionaries and leaders have been guided by our belief in the power of collective action. We believe we all have a role to play in ensuring dignity and opportunity for every person. And for the past 20 years, we've been honored to partner with the UN and supporters around the world to champion the UN's work, tackle our toughest global challenges, and realize our common aspirations.

A handwritten signature in white ink that reads "Kathy Calvin". The script is fluid and cursive, with the first letters of "Kathy" and "Calvin" being capitalized and prominent.

Kathy Calvin
President and Chief Executive Officer
United Nations Foundation

THE UN FOUNDATION AT 20

For 20 years, the UN Foundation has supported the UN by uniting public, private, and civil society actors in the pursuit of new ways to address shared challenges. Since 1998, we have connected people, ideas, and resources to the United Nations to help galvanize collective action on the most pressing issues of the day.

We have developed our approach over time by exploring, learning, and testing. We have worked with the UN to leverage resources to attract new financial support for the UN and its mission; incubate initiatives that bring sectors together to solve challenges at scale; build campaigns to advocate for the UN and advance its priorities; deploy cutting-edge communications to reach new audiences; and provide trusted space for dialogue and convening to advance ideas, set agendas, and solve problems, ranging from climate change to inequality to peace.

Along the way, we have worked with three Secretaries-General, four U.S. Presidents, and a proliferating ecosystem of organizations dedicated to global progress and its demands. We have brought new initiatives, countless partners, and robust financial support to the UN and UN priorities, turning Ted Turner's historic idea into meaningful and lasting results.

Our efforts are inspired by and devoted to the essential mission of the United Nations – which was founded

around the vision of a safer, more sustainable, and equitable world for all. Created out of the ashes of World War II, the UN united countries against their greatest threats and in service of their highest ideals. Since 1945, it has helped maintain peace between great powers, staunch violent conflict, alleviate poverty, advance human rights, and deepen cooperation around shared principles and purpose.

Because of the UN, smallpox has been eradicated, the hole in the ozone layer has closed, human rights are enshrined in international law, and millions of children have lived to see their fifth birthday.

The world has now embarked on an ambitious plan to drive progress for people and our planet by 2030. The Sustainable Development Goals lift our global ambitions to even greater scope and scale, and they ground that commitment in the bold promise to leave no one behind. The Paris Climate Agreement gives us a path to a safe operating space for humanity. The UN, from its founding Charter, gives us a principled and strategic vision for relations between nations that will produce more peace than conflict and more opportunity than scarcity.

At 20 years, we remain exceptionally honored to work in support of the UN and its highest and best purpose. This report summarizes our journey and our enduring commitment to Ted's bold and insistent vision.



AN ERA OF CHANGE

Twenty years ago, some of the prime shapers of the world as we know it were barely a glimmer. The internet was taking off, but most people in the world lacked access to it. A minority of Americans had mobile phones. China's per capita GDP was less than \$900. The European Union had just agreed on a single currency, the Euro. The Cold War had barely ended. The turn of the millennium was on the horizon. Larry Page and Sergey Brin had just created Google. September 11th hadn't yet happened.

Walls had come down, and markets were opening. Technology and globalization increased global connectivity and quickened the flow of information. People who had long been isolated in one corner of the world began to feel a connection to those they had never met.

The UN was in the midst of an operational revolution. The need to resolve civil wars across Central America, Southern Africa, Southeast Asia, and Eastern Europe propelled waves of mediators, peacekeepers, and peacebuilders to all corners of the world. New attention to complex emergencies drove innovation in humanitarian capacities. The shock of ethnic cleansing and genocide in the Balkans and Rwanda spurred a movement for an international criminal court and what would become the doctrine of "responsibility to protect." The alarming HIV/AIDS pandemic put health issues on the global stage. The UN was fast becoming a predominantly field-based organization.

At that point, the United States had been delinquent paying its UN dues for more than a decade. The U.S. was \$1 billion in arrears, and to make up for the shortfall, the UN was siphoning off its critical peacekeeping budget and delaying payments to commercial partners and Blue Helmets on the ground. There was no clear path in Washington to turn the situation around.

This was the world in September 1997, when the United Nations Association of the USA invited Ted Turner to its annual Global Leadership Award Dinner. Two days before the reception, Ted was sitting in his hotel room in New York when he had an idea.

"There are so many rich guys in the world, billionaires," Ted told his audience at the dinner. "The world is awash in money, and nobody knows what to do with it." He announced that he was donating \$1 billion – one-third of his personal wealth – to the UN and UN causes.

At a time when many philanthropists were giving money to buildings with their names on the side, Ted gave his money to an idea – that our world's biggest problems can be solved only when people, nations, and organizations choose to solve them together.

Ted's vision represented a stark departure from other philanthropic initiatives, not only for the breathtaking scale of his commitment, but also the sheer magnitude of the mission he foresaw – harnessing the UN's reach and mandate to tackle global challenges wherever people and the planet needed it the most.



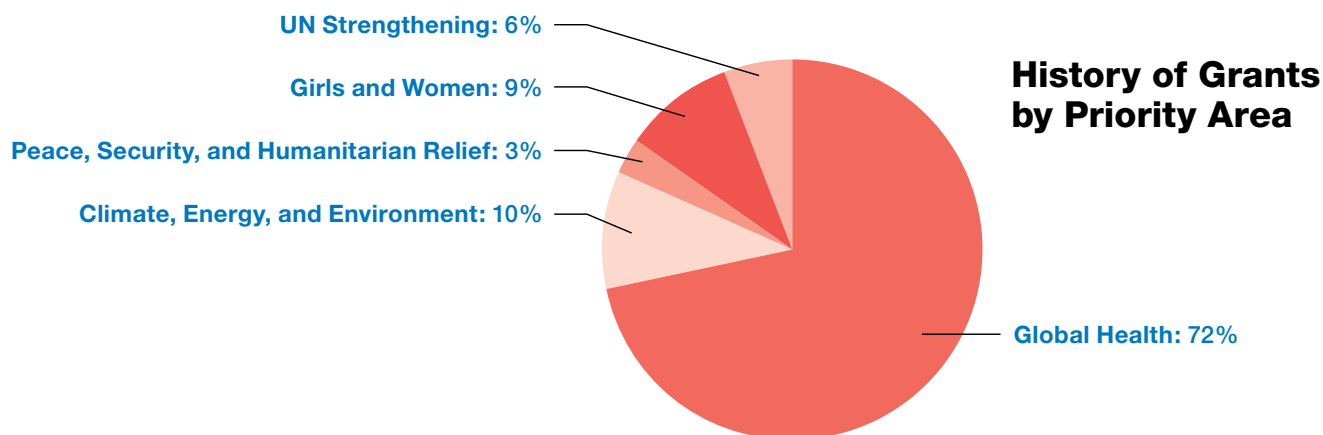
Ted tapped former Senator Timothy E. Wirth of Colorado to establish what would become the UN Foundation. No model existed at the time for a partnership of its nature and scale. It had to be imagined and built from scratch. A tiny team adopted big ambitions: to mobilize

others in the cause and make Ted's money count – demonstrating in principle and practice that philanthropy and the citizenry could support the delivery of global public goods.

The UN welcomed this new and unique partnership. Then-Secretary-General Kofi Annan called it “perfectly timed” because it arrived when the UN was embarking on significant reforms, adapting to an increasingly globalized world. Louise Fréchette, a former Canadian defense minister and the first Deputy Secretary-General, called it a “special source of strength” and “strategic venture capital” that allowed the UN to tackle tough issues and pursue innovative initiatives. The UN Fund for International Partnerships (UNFIP) was created to serve as the interface between the new Foundation and the UN system. UNFIP exists today as part of the UN's Office for Partnerships which serves as the UN's gateway for partnership building with the private sector, foundations, and others.

“Delivering \$1 billion for UN causes is the best investment I’ve ever made. The UN is a place for countries to exchange words instead of bullets and find ways to work together on the problems that affect us all.”

Ted Turner



In partnership with Secretary-General Annan, the UN Foundation Board determined its priorities – to make strategic investments in the UN that stimulated collaboration among agencies, to leverage new and additional resources for UN causes, and to grow public awareness and support for the value of the UN and its work.

Three initial focus areas were identified: population and reproductive health, children’s health, and climate and energy. These issues represented “problems without passports,” as Secretary-General Annan referred to them, and seemed most ripe for collaboration. From the start, we adopted a hybrid approach to problem-solving that included grantmaking, advocacy, and partnership building.



And as the world evolved, our work evolved too, along with the global development landscape and changing priorities at the UN. In 2000, shortly after the Foundation’s creation, 191 world leaders forged a new consensus at the UN on how to confront these daunting 21st century challenges. They committed to work together to advance peace, human dignity, and a healthy planet. They also launched a new agenda for combating poverty through eight goals to tackle issues from extreme poverty to gender equality to global health – subsequently known as the Millennium Development Goals (MDGs).

Along with a growing global economy, the MDGs served as the force behind one of the most sustained periods of progress the world has ever seen. One billion people rose out of extreme poverty. Investment in girls and women moved to the center of the global agenda and

girls' education approached parity at the primary level. Sustained, growing investments in public health contributed to a decline in the incidence of diseases like malaria, measles, rubella, polio, and HIV across most regions of the world. The Foundation was fortunate to be part of this era of change, and we are now energized by our engagement in the implementation of the 2030 Agenda (the Sustainable Development Goals) and Paris Climate Agreement, which have established new and ambitious frameworks for progress for all.

Countless partners and organizations have been part of this story. An expanding group of individuals, civil society leaders, and corporations helped us shape our approach to support the UN as a platform for effective global problem-solving. In 20 years, we've found that expanding our community, seeking answers to big problems, inviting the public to join us, and iterating while nurturing our core ideals has always shaped and strengthened our work.

“We must do everything we can to close the gap between the world as it is, and the world as it should be. That is the mission of the United Nations.”

Former Secretary-General Ban Ki-moon

It has also given Ted Turner a pathway for his promise. In 2014, Ted contributed the billionth dollar of his original and unprecedented commitment, putting a reserve fund in place to contribute to the Foundation's future. To date, we have leveraged his big bet to double support for UN causes and multiplied the impact far beyond his gift.



AN ERA OF COLLECTIVE ACTION

In our 20 years of cooperation with the United Nations, the UN Foundation has strived to learn what works while driving outcomes through five primary approaches. For the UN and with partners, we Channel, Collaborate, Champion, Communicate, and Convene.

Channeling

Mobilizing and directing resources into the UN

Since our founding, the UN Foundation has channeled funding into the UN system by engaging new partners, managing fiduciaries in support of a number of UN agencies and initiatives, and finding a variety of ways to leverage both Ted Turner's gift and the gifts of others to maximize support for the UN. Our funding has been used to encourage risk-taking, stimulate innovation, incentivize inter-agency collaboration, create new UN capacities, and leverage new and additional resources for the UN.

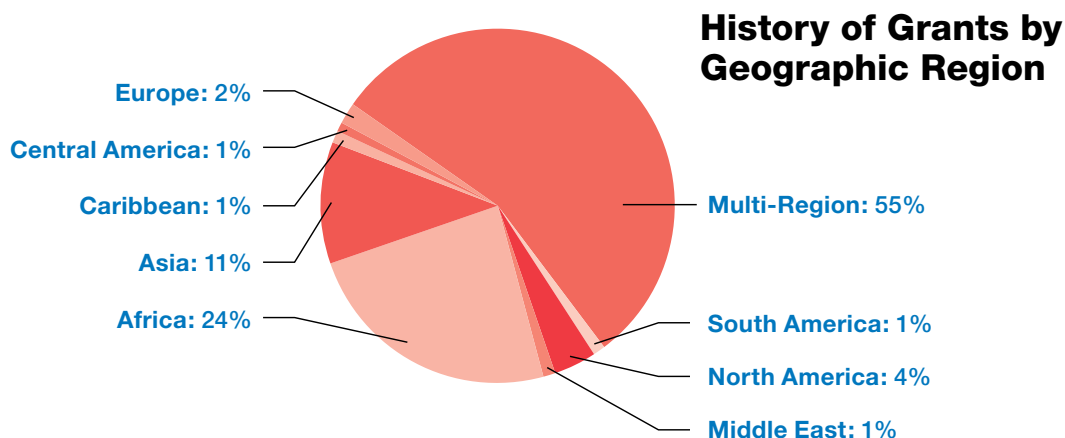
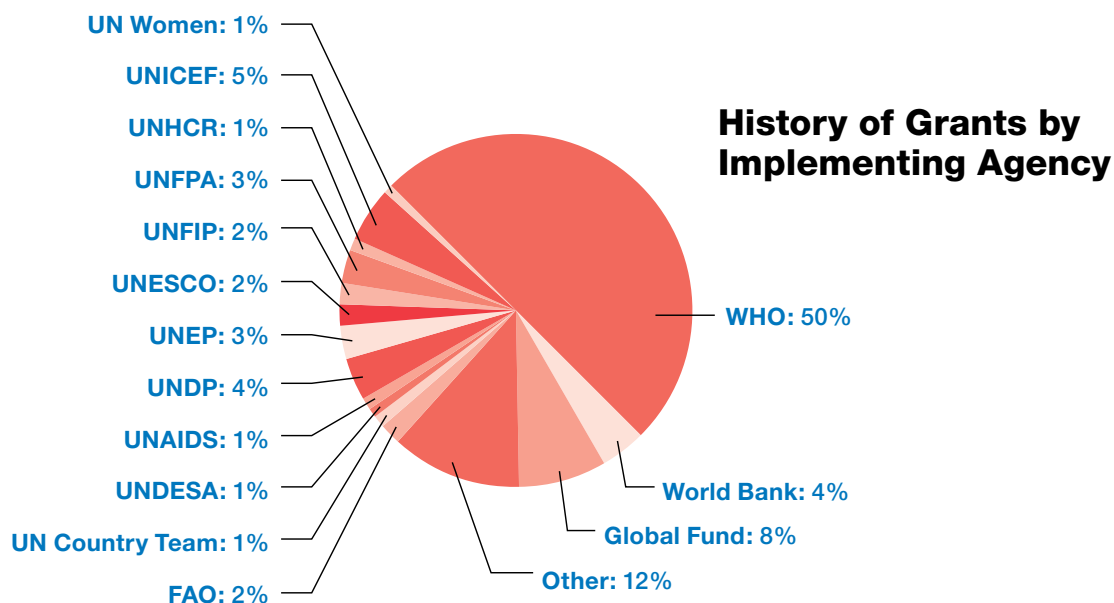
Innovative grants and partnerships have included:

- Support for the World Health Organization's (WHO) Tobacco-Free Children and Youth Initiative
- Launch of the Global Reporting Initiative with the UN Environment Programme to advance corporate sustainability reporting
- Work with Rotary International and the Bill & Melinda Gates Foundation to end polio and spearheading the World Bank's first loan buy-down for polio to make donor dollars stretch further
- Fiduciaries for 13 UN agencies to enable U.S. tax-exempt donations for efforts ranging from the Central Emergency Response Fund to the UN Mine Action Service
- Creation of the Equator Initiative with the UN Development Programme to promote village management of protected areas and biodiversity
- Grants to universities to create curricula on the UN's role in advancing peace, prosperity, and human rights
- Partnership with the Ad Council to create the first AIDS-focused public service announcement
- The Friends of World Heritage partnership to preserve and protect UNESCO World Heritage sites
- The Fund for Adolescent Girls and the Coalition for Adolescent Girls with the Nike Foundation
- Funding for the early use of mobile phones in humanitarian response and health tracking with the Vodafone Foundation
- The "Get a Shot, Give a Shot" campaign with the Walgreens Boots Alliance to fund global immunizations
- Funding to support women peacebuilders and the demobilization of child combatants
- Partnership with Human Rights Watch to help build advocacy for increased accountability and transparency for the UN Human Rights Council's election process

- Seed grants for renewable energy in China and India
- Partnership with Lululemon to build the Peace on Purpose training to support UN humanitarian staff working in high-stress countries
- A ten-year partnership with Takeda Pharmaceuticals through the Shot@Life campaign to support UNICEF

and WHO's efforts to protect children from measles

- Partnership with the Caterpillar Foundation to promote adolescent girls' education and advocacy skills through the Girl Up initiative
- Engagement of champions for global change from a 5-year-old to an 80-year-old to raise money for the UN through Nothing But Nets





Collaborating

Providing a platform for diverse partners to achieve results at scale

As early as 2000, we embraced the high-potential of multi-stakeholder alliances. Together with UNICEF, WHO, the American Red Cross, and the U.S. Centers for Disease Control and Prevention, we launched the Measles & Rubella Initiative (M&RI) and learned the value of working in collaboration toward a goal bigger than any one institution could achieve. M&RI has helped countries deliver more than two billion vaccines against measles, which has helped reduce measles deaths by approximately 80 percent. Later, we were integrally involved with two UN-led initiatives, Every Woman Every Child and Sustainable Energy for All, both of which have achieved significant results and demonstrated that alliances are a strong and more lasting model for global change.

Over time, we saw the need to approach 21st century challenges by recognizing and leveraging the connections between issues and sectors. With that intent, we have used our ability to make early bets and sustain efforts to work with the UN to help launch a number of multisector partnerships that have a high capacity for reach and impact.

The Foundation has been proud to house or support several solution-oriented alliances that support the Sustainable Development Goals, including:

- **World Benchmarking Alliance**, created in partnership with Aviva plc and the Index Initiative, produces free, publicly available benchmarks ranking companies on their contributions to achieving the Sustainable Development Goals
- **Global Partnership for Sustainable Development Data** works with 320 international partners to mobilize the data community – from national statistical

offices to data scientists and leading companies – to create a world where good data is used to achieve better outcomes and sustainable societies

- **Digital Impact Alliance (DIAL)** advances an inclusive digital society in emerging markets so everyone can benefit from life-enhancing digital services
- **Data2X** was launched to create a gender data revolution to improve the availability, quality, and use of data about girls and women
- **Family Planning 2020**, a global partnership of the UN, governments, foundations, and civil society, supports the rights of women and girls to decide, freely and for themselves, whether, when, and how many children they want
- **Clean Cooking Alliance**, a public-private partnership, improves livelihoods, empowers women, and protects the environment through a thriving global market for clean and efficient household cooking solutions
- **U.S. Climate Alliance**, a growing coalition of Democratic and Republican state and territory governors committed to reducing greenhouse gas emissions and upholding the Paris Climate Agreement

Our belief in multi-sector collaborations has also been reflected in our commitment to and advocacy for engagement and leadership from the private sector. We were early adopters of platforms to engage the private sector, recognizing that businesses of all kinds have essential contributions to make toward the UN's goals, including their resources and knowledge, as well as through their employees, customers, and supply chains. Our **Business Council for the UN (BCUN)** supports a community of business leaders interested in closer collaboration with the UN and the achievement of the Sustainable Development Goals.

Championing

Mobilizing advocates and campaigns to champion the UN and UN causes in the United States and globally

We created the **Better World Campaign** 20 years ago to lead our U.S. advocacy for the United Nations. Its first task was to bring the U.S. out of arrears in its dues payment to the UN with a groundbreaking campaign “Great Nations Pay Their Bills.” The U.S. eventually made up its billion-dollar debt, and we went on to build the world’s largest advocacy network for the UN to help push the U.S. to provide more than \$35 billion for the UN and UN peacekeeping in the past 10 years.

In 2010, the **UN Association of the USA** (founded in 1943 and chaired by Eleanor Roosevelt) became part of the UN Foundation, bolstering our work in American communities and congressional districts. Today, UNA-USA has 220 chapters across the U.S., including on nearly 100 college campuses. Its network of more than 20,000 Americans includes the membership of 12,000 young people, with 60 percent of members now under the age of 25. Its youth engagement platform – GenUN – reaches more than 45,000 young people monthly.

Together, these efforts have developed champions on both sides of the political aisle, making the compelling case that working with the UN is in the United States’ strategic interest. We do this every day by mobilizing an online community of more than half a million activists who have generated 250,000 letters to Congress in the past two years alone. We deploy a variety of tools including learning trips for members of Congress,

mobilization of our grassroots advocates on Capitol Hill and in districts, polling and advocacy on issues that connect U.S. citizens to the UN, and engaging business leaders committed to global engagement.

In support of all these efforts, we have also experimented with novel ways to reach new audiences and partners, from bloggers to basketball players. We have engaged celebrities and artists and built campaigns and platforms to engage ordinary citizens – from digitally savvy activists for vaccines and human rights to everyday photographers monitoring climate change.

Our advocacy efforts also support global efforts to fund the Global Fund for AIDS, TB and Malaria and Gavi, the Vaccine Alliance in multiple regions and promote linkage between the Sustainable Development Goals and the Paris Climate Agreement.

Between 2006 and 2011, we created four campaigns aimed at engaging citizens and leaders in a range of UN priorities.

The funds these campaigns have raised have helped the UN send bed nets, vaccines, bicycles, and reproductive health supplies to countries where they are needed – contributing to global declines in child and maternal deaths. Just as important, these grassroots champions wield a mighty megaphone on Capitol Hill, in schools, in town hall meetings, and online, and they use it to create permanent, effective constituencies for the UN and causes of global consequence.



- **Girl Up**, a movement of adolescent girls determined to act on global issues by girls, for girls, which is now developing leaders and positioning girls to lead us to global gender equality
- **Nothing But Nets**, a global grassroots campaign that raises awareness, funds, and voices to fight malaria
- **Shot@Life**, which educates, connects, and empowers individuals to champion global vaccines as one of the most effective ways to save children's lives
- **Universal Access Project**, which supports and coordinates donors and advocates to protect and strengthen U.S. funding for international reproductive health and family planning







Communicating

Leveraging the power of communications to energize and educate people about the value of the UN and help shine a light on important issues

We committed from day one to tell the UN's story with high energy and creativity.

Working with a diverse array of partners from the entertainment industry to the private sector to UN colleagues, we have helped establish strong storytelling brands – including SDGLive, the Social Good Summit, +SocialGood, and Solutions Summit – that showcase and celebrate the UN's story of hope and impact.

We have also used social and traditional media to mobilize people and deliver for the UN.

An early experiment to communicate about UN issues with the heart of America was the 2010 “Idol Gives Back” television special, which raised \$6 million to deliver lifesaving anti-malaria bed nets through UN partners. More recently, through pop-up campaigns like

“#EyeOnClimate,” communications support for climate scientists and UN reports, and spearheading the Earth to Paris coalition of more than 100 climate champions, we have connected the efforts of more than 200 million people calling for bold meaningful action to address climate change and support the Paris Climate Agreement.

Beyond our own channels we have also tried to increase media reporting on the Sustainable Development Goals and global issues through:

- **Journalist Trainings**, including more than 90 trainings on the SDGs and media partnerships, conducted in partnership with UN colleagues to expand global media coverage of the SDGs and efforts to achieve them
- **Press Fellowships**, through which more than 220 press fellows and other reporters have seen the UN at work

Convening

Providing platforms to galvanize action, as well as a trusted space for the UN and stakeholders to generate ideas, develop common initiatives, and solve problems

We have always been committed to using convening as a powerful tool for driving outcomes, creating champions, and building partnerships – and the Foundation has served as a platform for doing so with audiences ranging from UN leaders to teen girls.

In 2003, we first partnered with the UN Office for Partnerships and Ceres to launch the Investor Summit on Climate Risk at the UN to alert the investor community to the risks and costs of climate change. Since then, we have grown that effort to a biennial summit, convening more than \$30 trillion in assets committed to transformative investment in climate action.

The Foundation also regularly brings together UN Permanent Representatives, private sector partners, and civil society to find common ground on issues ranging from data for development to financing to UN reform.

We have also convened partners to lift up issues on the global agenda, such as our work with partners to create a movement for adolescent girls, and our support for UN efforts to convey the importance of expanding access to sustainable energy.

Other convening platforms for action the Foundation has helped launch include:

- **The Social Good Summit**, a partnership started in 2010 with Mashable, the 92nd Street Y, and UNDP to build a community of action and technology around the UN General Assembly (and in simultaneous convenings around the world)
- **The Solutions Summit**, first pioneered in 2015 in partnership with the UN, the White House Office of Science and Technology Policy, and the Global Innovation Exchange to demonstrate that innovations were already being curated for the new Sustainable Development Goals
- **The Global Entrepreneurs Council**, an initiative launched in 2011 to engage young corporate executives and entrepreneurs from around the world in helping the UN and the UN Foundation reach wider audiences and enhance public-private partnerships





UNITING IN COMMON PURPOSE

The UN Foundation has been proud to be the UN's strategic partner in tackling the world's toughest challenges for the past 20 years. Our work has spanned a range of issues, always with an abiding mission to support the UN and strengthen our ability to work together. We believe more unites than divides us, the world gains from effective collective action, and the UN provides a unique platform for people and nations to unite around common purpose.

As we look to the generation ahead, we face problems without passports that demand more heroic effort than ever before. The global agenda is filled with intense challenges – from the dark side of artificial intelligence to infectious disease to inequality and violence against women. Climate change alone is a defining challenge. Handled smartly, aggressive climate action can drive prosperity, health, and long-term well-being for all of our societies. Left neglected, climate change can roll back development gains and consign humanity to a greatly reduced and unequal future.

These challenges are made more difficult by a fractured media landscape, changing values about information and truth, and fast-paced technological change.

We operate today through five mutually reinforcing ambitions:

- **Empowering and supporting UN leaders and innovators** at a time of heightened need for collective action;
- **Accelerating climate action and the SDGs** by supporting solutions and platforms with the greatest potential for transformative impact, including better data, gender equality, and improved health for all
- **Growing an informed, diverse, and enduring base of support** for the UN's work, including the growing ranks of young people who believe in U.S. global leadership
- **Mobilizing constituencies for action** for the UN in diverse communities across the U.S. and globally
- **Anticipating future challenges** that will shape humanity's prospects for a better world and expand prospects for cooperative action

To seize these opportunities, we must strengthen the foundations of global cooperation as well as find creative new ways to drive collaboration. For the Foundation, that means elevating the issues that matter most to the world, seeking the best ideas and partners to address them, and supporting problem-solving at the UN.

In these complex and remarkable times, it is our honor to continue to serve the UN and its mission to secure the conditions for peace, promote health and prosperity, protect the planet, and help everyone, everywhere achieve dignity and freedom.

Join us!



**“Unity is the path.
Our future depends on it.”**

Secretary-General
António Guterres

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The Vision of the Founders of the UN

“to save succeeding generations from the scourge of war, which twice in our lifetime has brought untold sorrow to mankind, and

to reaffirm faith in fundamental human rights, in the dignity and worth of the human person, in the equal rights of men and women and of nations large and small, and

to establish conditions under which justice and respect for the obligations arising from treaties and other sources of international law can be maintained, and

to promote social progress and better standards of life in larger freedom”

United Nations Charter: June 1945



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