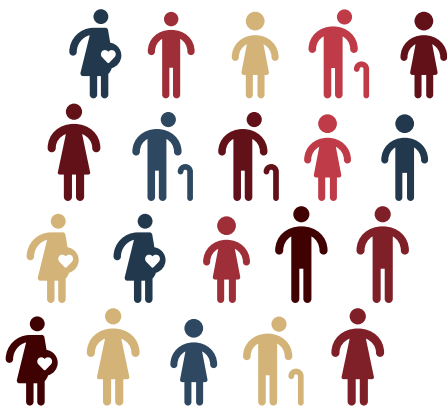


WHY THE HUMANITARIAN COALITION EXISTS, UNDERSTANDING HOW WE WORK AND OUR IMPACT



The **Humanitarian Coalition** brings together leading aid organizations to provide Canadians with a simple and effective way to help during international humanitarian disasters. Member agencies join forces to raise funds by mobilizing media, businesses and individual Canadians.

Together, we are saving more lives.



WHY WE EXIST

- ▶ Today's crises are more intense and more complex, driven by overlapping climate shocks, conflict, displacement, disease outbreaks and hunger.
- ▶ A record 339 million people needed humanitarian assistance and protection in 2023 (one in every 23 people) – a significant increase from 274 million people at the beginning of 2022. Over the last 10 years, the number of people needing humanitarian assistance has grown five-fold: from 62 million to 339 million people annually. Funding has not kept pace, and unmet needs have grown from 37% to 44% during that same period.
- ▶ In response, Humanitarian Coalition member organizations work with local partners around the world to deliver timely, effective and lifesaving aid to those who need it the most. Each agency brings its own unique strengths and areas of focus to provide a multi-faceted response.

HOW WE WORK

- ▶ When a major disaster strikes, the Humanitarian Coalition agencies work together to raise awareness of the needs of survivors. We join forces with media, businesses, the government and all Canadians to raise funds to enable a comprehensive response. By working together, we eliminate competition, reduce costs and make it easier for people to donate without having to choose a charity.
- ▶ The Humanitarian Coalition also responds to smaller disasters through the Canadian Humanitarian Assistance Fund in partnership with the Government of Canada (to the end of that sentence).
- ▶ The Humanitarian Coalition offers a unique value proposition to Canadians and to the Government of Canada in terms of scale, speed, impact and integrity.
- ▶ Together, HC members work across the peacebuilding, humanitarian and development nexus, with combined annual operations exceeding \$1.1 billion. We reach up to 18 million Canadians through active and regular public engagement and communications and are supported by more than 2.5 million donors.
- ▶ The HC's broad range of established communication channels with donors – including one-to-one emails, social media channels, websites, in-person events by our members, and media events - presents an unparalleled opportunity to engage Canadians, including young people and diaspora communities with news on Canada's global leadership in investing in humanitarian assistance.
- ▶ Our member agencies are trusted partners of Global Affairs Canada (GAC). During major emergencies, the Government of Canada may provide a dedicated matching fund to the members of the Humanitarian Coalition.
- ▶ The Humanitarian Coalition is supported by Canada's major media networks, as well as leading corporate partners.
- ▶ By working together, we reduce costs and streamline our efforts. In general, 85 – 95% of our funding goes to humanitarian programs.








**HUMANITARIAN
COALITION** 
Together saving more lives



THE BENEFITS OF WORKING TOGETHER

- ▶ **Increased effectiveness:** During humanitarian emergencies, member agencies provide direct access to disaster and response information, coordinate spokespersons and share resources, including a single phone center, website and communications team.
- ▶ **Reduced competition:** By working together and pooling resources, emphasis is shifted away from competing priorities and toward shared goals and the delivery of the most effective humanitarian response possible.
- ▶ **Reduced fundraising costs:** A joint appeal allows member agencies to collectively devote a greater percentage of donated funds to relief activities instead of rolling out competing fundraising campaigns.
- ▶ **Increased awareness and accountability:** By joining forces, experienced humanitarian agencies can further raise the profile of disasters, humanitarian needs and required responses as well as increase accountability among peer agencies (for program quality for example) and to the public.

OUR PROGRAM ACTION AREAS

-  Food assistance
-  Shelter and household items
-  Water, sanitation and hygiene
-  Education in emergencies
-  Health and nutrition services
-  Cash and voucher assistance
-  Protection of safety and dignity of survivors

OUR IMPACT

- ▶ The Humanitarian Coalition has a proven track record of helping survivors of disaster rebuild their lives.
- ▶ Since 2009, we have raised \$248.7 million to meet the emergency needs of more than 10 million people across more than 130 crises.

Table 1: Total people assisted by Humanitarian Coalition

Year	2021	2022	2023
Total number of people assisted	750,341 people	1,445,814 people	≈ 2 million people*

*Number of people assisted to be determined by final program reports.

Table 2: Total people assisted by Humanitarian Coalition after Smaller Disasters through the Canadian Humanitarian Assistance Fund (CHAF)

Year	2021	2022	2023
Total number of people assisted	96,943 people	217,403 people	≈ 630,000 people*

*Number of people assisted to be determined by final program reports.