

UNICEF Water for Life Calgary Gala Impact Report 2023



The Opportunity:

As a UNICEF supporter, you want to achieve the greatest impact for children. But what is the best way to do this?

Our 75 years of experience has shown us that contributing to Core Resources for Results (RR) is the most effective way you can support children.

RR is essentially funding without restrictions, to be used by UNICEF wherever the need is greatest. RR enables you to achieve the greatest impact as it provides UNICEF with three key tools: the predictability to plan and implement long-term programs for children, the flexibility to address challenging and rapidly changing contexts, and the efficiency that comes from reducing transaction costs and maximizing resources that go directly to children. So if, like us, you have a singular wish to help children, wherever they live and whatever they need, then supporting RR is the best way to make a real impact.

The UNICEF Water for Life Gala supports UNICEF's global water, sanitation and hygiene (WASH) programs, benefiting hundreds of thousands of children, families and communities.

Through the generosity of the Calgary UNICEF Water for Life Gala in 2022, donors demonstrated their continued commitment to the importance of WASH by raising over \$1.1 million.

5 Fundamentals about Core Resources for Results

1. The main purpose of RR is to support vital programming for children at the country, regional, and global level around the world.
2. RR provides UNICEF with predictability, flexibility and efficiency – which combine to enable us to turn your funding into the greatest impact for children.
3. RR has the lowest transaction costs of all types of funding and provides the highest value for money.
4. RR has fallen, as a proportion of total income, in recent years. This means that UNICEF's ability to deliver on our mandate for all children is at risk.
5. RR is for everyone – donors include governments, philanthropists, corporations, institutions, and members of the public across the world.



A child uses soap and tap water to wash her hands outside a UNICEF supported school in southern Djibouti.

Your support is helping to give children a healthier start in life, allowing them to reach their full potential. **Thank you!**

Sanitation in India

Sanitation was a challenge on a colossal scale with equally profound implications for children across the entire South Asia region.

The Government of India launched the Clean India Mission, a nationwide initiative to eliminate open defecation across the country. Described as the largest behaviour change campaign ever attempted, it was designed to end a practice that is a leading contributor to child mortality, disease, and stunting across the country.

Since its launch in 2014, the campaign has made strong progress, reaching 102 million households, and allowing more than 603,000 communities to declare themselves Open Defecation Free. Most importantly, assessments show that 90 per cent of toilets built under the program are in consistent use.

UNICEF's advocacy – funded by Core Resources for Results – had a number of important outcomes. It was instrumental in convincing the government to extend the Clean India Mission to 2025, a

decision it backed with a commitment of \$19.2 billion. It also helped position UNICEF at the head of development partners and private sector actors involved in the campaign, and succeeded in leveraging additional resources.

Meanwhile, UNICEF helped mobilize some 500,000 Swachhagrahis (“cleanliness fighters”), who go door-to-door to encourage families to take collective action to improve sanitation in their community. RR funding also supported the implementation of sanitation, handwashing, and hygiene programs in schools, helping to ensure a clean learning environment for children at all times.

This varied and catalytic role played by UNICEF would not have been possible without your support through the unique flexibility of RR. Moreover, throughout the whole South Asia region – in which India is the largest country – a significant portion of RR is allocated to sanitation programs.



In her village in India, Samaya (12) shows the correct way to wash hands.

For more information, please contact:
Holly Davidson
Manager, National Events UNICEF Canada
hdavidson@unicef.ca | 587 324 5084

unicef 
CANADA