



Canada - Humanitarian Coalition

NATIONAL POPULATION

34.7 million

YEAR OF FOUNDATION

2005 (informal),

2010 (formal)

STAFF SIZE

3

LIST OF MEMBERS

Care Canada	Oxfam-Québec	Save the Children Canada
Oxfam Canada	Plan Canada	

KEY PRIVATE SECTOR PARTNERS

Bell Media	eBay	Rogers TV
Shaw Media	20 Vic Management Inc	
Metro	Paypal	

History

The Humanitarian Coalition (HC) was formed on the premise that competition limits the humanitarian sector's collective ability to get assistance to disaster survivors. HC members work together in times of disaster to reduce the wasteful duplication of costs, speak to Canadians with one voice, raise awareness about response needs and make giving as easy as possible.

The commitment to form the HC emerged following criticism of excessive NGO competition in the aftermath of the 2005 Asian Tsunami. A first pilot joint appeal was launched for the Pakistan earthquake 2005. By 2010 the Humanitarian Coalition was incorporated as a separate legal entity and it became a leading actor in the Canadian humanitarian fundraising

landscape following the Haiti earthquake and Pakistan floods that year.

Organization

The HC currently has five member agencies: CARE Canada, Oxfam Canada, Oxfam Quebec, Plan Canada and Save the Children Canada. It is accountable to its member agencies through the Board of Directors and managed by a Secretariat of four staff. The members contribute directly to management and oversight through participation in five standing committees with respective strategic priorities. HC abides by relevant codes of conduct such as SPHERE and the Canadian Council for International Cooperation's Code of Ethics and Operational Standards. Funds raised are distributed by a pre-established formula based on members' capacity. A minimum of 85% is allocated to members'

programs. Operating costs are paid for by annual contributions of the members. Accountability is provided for through unique joint evaluations of member programs. These evaluations are shared for learning, through events and on its website.

The HC further seeks to promote Canadian awareness of humanitarian issues and support sector dialogue on latest learning, trends and policy. As such, it has developed educational materials on disaster response and sponsors an annual Canadian Humanitarian Conference.

Fundraising

The HC appeals make use of TV spots, radio spots, newspaper ads and online banners that are provided free of charge by media partners. There are several important media partnerships,

primarily with commercial TV, radio, print media, as well as digital out of home. As appropriate, ads may be purchased on Google and Facebook and in certain newspapers.

Major successes, highlights

With the support of Canada's Department of Foreign Affairs, Trade and Development (DFATD), the HC has created the Canadian Humanitarian Assistance Fund (CHAF) to provide assistance for smaller-scale disasters which do not receive media attention and where funding for relief efforts is not available elsewhere.

Demonstrating the power of collective action to influence media and public awareness, the HC was able to

mobilize strong Canadian generosity during an appeal for the 2011 East Africa drought. Some \$14,5 million was contributed for that appeal, a sum far superior to expectations for a slow-onset crisis of this nature.

Partnerships

HC has one part time staff working on partnership development. Though none of these are formal, the HC has established partnerships with several media organizations. Support from a variety of sectors has included radio-fundraising initiatives, online promotions, and the waiving of credit card fees during some of the HC appeals. In addition to private sector engagement, the HC hopes to increase direct partnership with the Canadian Government through joint initiatives such as the

Canadian Humanitarian Assistance Fund.

Challenges and innovations for the future

HC has the opportunity to be the one-stop shop for Canadians and to increase the scale of per capita giving in Canada. 80% of donors to the HC have never given to any of their member organizations. Nevertheless, 40 years of competition and brand development in Canada has led to significant barriers to increasing HC membership as prospective members weigh collaboration against perceptions of potential loss of public profile.



Photography by Typhoon Haiyan Credit: Kirsten Walkom/Save the Children