

Annual Activity Report 2021

WHO 
Foundation





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About the WHO Foundation

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The WHO Foundation brings together donors, world health professionals, WHO, and its network, to create partnerships that drive innovative actions to address the most pressing health challenges of today and tomorrow. The WHO Foundation was created as an independent Swiss foundation, affiliated with but independent of WHO, to marshal new resources from philanthropists, foundations, businesses, and individuals to support its mission: promote health, keep the world safe, and serve the vulnerable.



@ National Cancer Institute (USA)/Unsplash



Foreword

Safeguarding health globally is a truly noble challenge. I am proud to report that the WHO Foundation, together with our incredible partners and donors, made great progress in our first fully operational year.

As COVID-19 continued to claim countless lives and put health systems under severe strain, the Foundation launched innovative fundraising campaigns to support WHO's COVID-19 responses worldwide. From an initial US\$ 3million pledge over three years, the Foundation was able to leverage over US\$ 30million in income in 2021. Much of this funding was raised to support WHO's COVID-19 response and Gavi COVAX AMC to provide diagnostics, vaccines and treatment, helping the countries most in need to prevent disease and save lives during the pandemic.

The WHO Foundation is in a unique position to transform health outcomes, by bringing a diverse network of partners together to overcome today's most pressing global health challenges.

By identifying investment opportunities for donors and partners in 2021, the Foundation empowered the World Health Organization's (WHO's) programs to achieve greater innovation, scale, and impact.

Rapid growth needs to be underpinned by sustainable operations. To strengthen our foundation's operational capacity we strengthened our executive committee and expanded our team of diverse and dedicated staff to support our ambitious goals. Our operational budget saw a seven-fold increase across the year. A team of more than 30 experts is now in place to help us with strategy and innovation. Such achievements are powering our mission to support equitable solutions to the greatest health challenges of today and tomorrow.

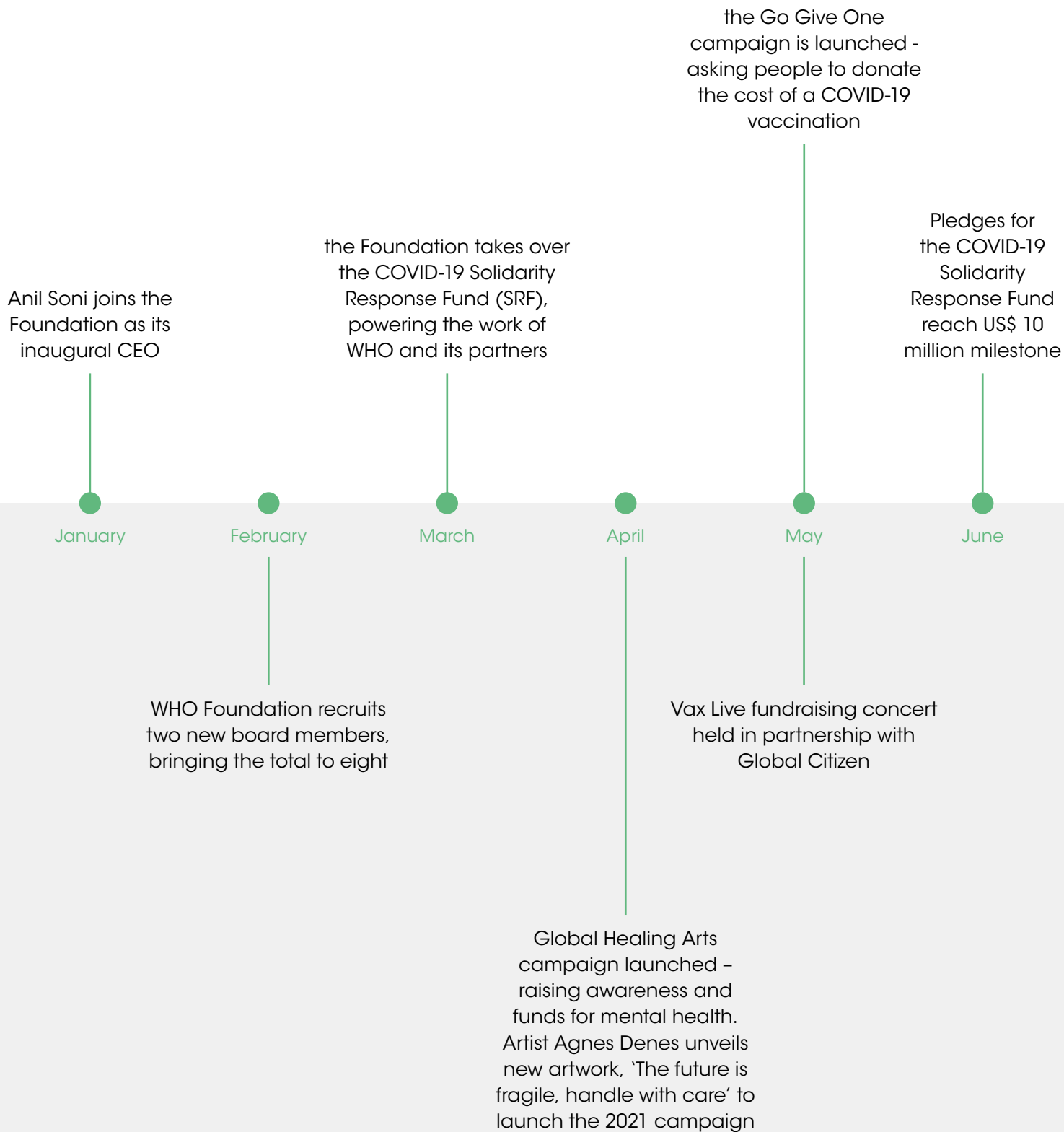
Thank you for joining us in shaping the future of global health.

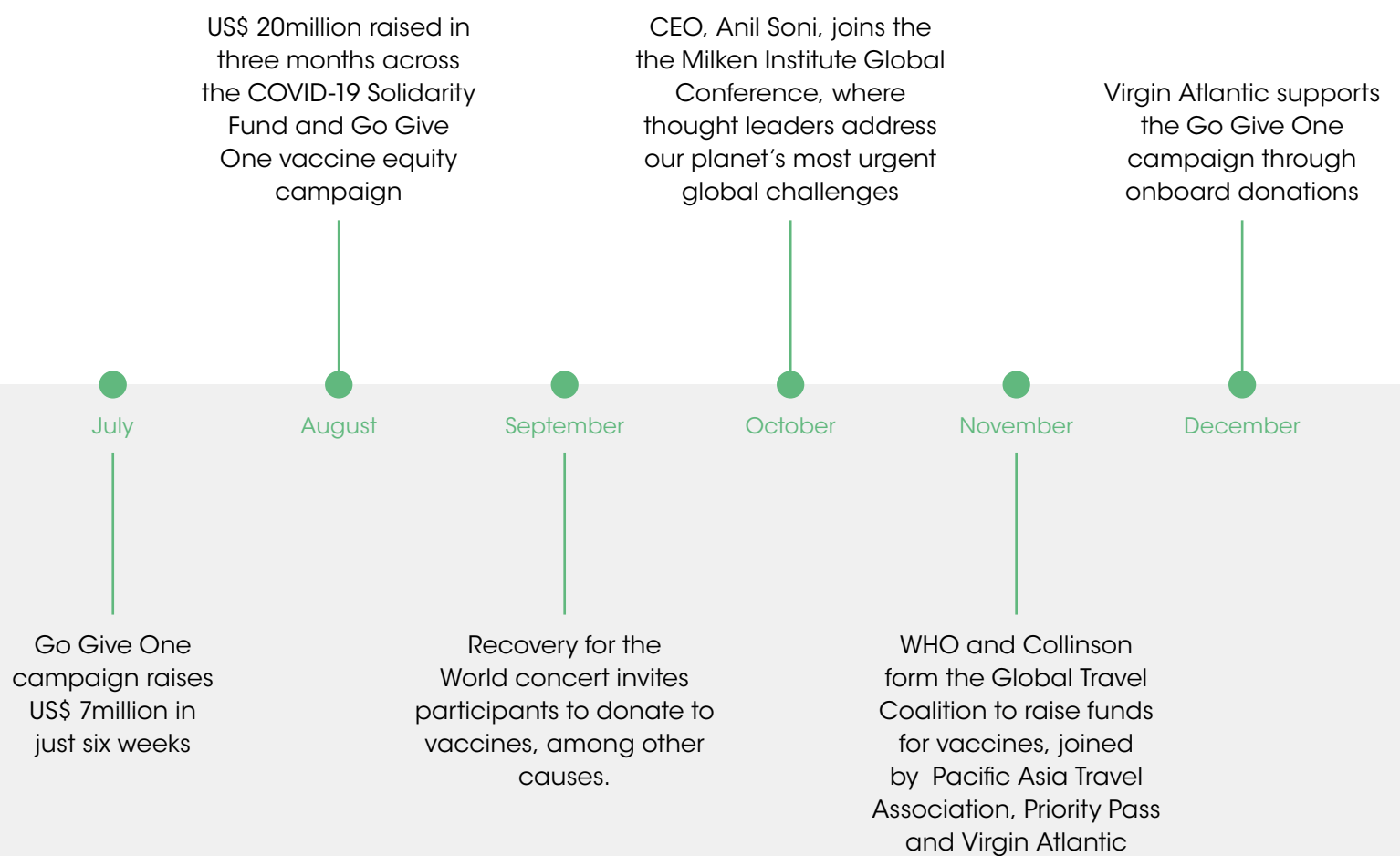
Anil Soni CEO,
WHO Foundation

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Milestones 2021





Shaping strategies for greater impact

The Foundation's investment strategy for 2023-2025 is being shaped in alignment with the World Health Organization's Triple Billion targets: to improve universal health coverage, protect health during emergencies and improve health and well-being.

Investment in the WHO Foundation is crucial; to endow bold ideas, strategies and methods that lead to catalytic, impact-driven initiatives, as well as raising up new voices, in the world of global health

After extensive consultation with key stakeholders, the Foundation identified six specific areas in which philanthropic investors in global health can advance these objectives. Each overarching thematic area offers great potential for public-private partnerships to save lives through improved access and quality of health services. These areas are ripe for innovation, offer the chance to improve healthcare at scale and catalyze further action and investment.

- Climate and health
- Digital health
- Health emergencies
- Health equity
- Mental health
- Primary healthcare

A changing world comes accompanied by unprecedented future health threats; epidemics and the risk to health posed by climate change are just two notable examples. Lack of equity in healthcare, including access to primary healthcare, means too many people are living with ill health or dying from avoidable causes. The COVID-19 pandemic lifted the lid on the hidden crisis of mental health and illustrated that in a humanitarian crisis, swift, flexible emergency funding is vital. Longer term investment in digital health offers an unprecedented opportunity to reach those in places where access to health services is poor or unaffordable.

The Foundation will cultivate philanthropic and private sector partners to help power solutions for these critical areas of global health.

Aiming for Impact

During 2021, the Foundation was able to identify priority ideas for sustainable global health impact, thanks to a grant from the Children's Investments Fund Foundation (CIFF). During the consultation period of June - December, a team of experts developed a portfolio

of health investments to support WHO's global program of work to meet the Triple Billion targets.

This portfolio is designed to attract flexible funding for high-impact approaches that can achieve results at scale.



Philanthropy

Teams at the Foundation work closely with passionate, committed philanthropists and philanthropic organizations around the world. Philanthropic funds support the mission of WHO not only through funding its programmatic work, but in also supporting the founding and initial costs of the WHO Foundation. In 2021, inaugural members of the Founders Circle were recruited and funding was secured from several family foundations.

“We are passionate about the need for the WHO Foundation. We are convinced that working together is the only way forward, which is why we have become members of the Founders Circle.”

Silvia Gold and Hugo Sigman,
Fundación Mundo Sano

A formal ambassadorial program was launched to support the Foundation’s efforts to engage philanthropic leaders globally. Her Excellency Toyin Ojora Saraki of Nigeria was appointed as the inaugural ambassador.

“Global health needs us all, from every country, to work as one. We must all dedicate ourselves to keeping the world safe, and advocate for the protection of the most vulnerable. Through the cooperation of high-income countries in sharing funds, spreading knowledge of solutions, and promoting best practices, we can create resilient health systems.”

Her Excellency Toyin Ojora Saraki,
inaugural WHO Foundation Ambassador for Global Health

In addition, the Foundation began to cultivate a network of champions and prospects from across the globe working towards a donor base that is diversified and aligned with WHO’s efforts to give everyone everywhere an equal chance to live a healthy life. A stewardship programme of activity was established to ensure that current supporters and donors are well informed and continue to understand the Foundation’s vision for the future of global health.



WHO Foundation Ambassador Toyin Saraki.



Partnerships and campaigns

Partnerships can change the face of global health.

Building a healthier future for people around the world demands coordinated efforts. Preparation across countries and regions is key to avoid further pandemics, prevent climate change from crippling health systems, and

control preventable diseases. Together with its corporate contributors, the WHO Foundation built a portfolio of more than 25 partnerships and collaborations in 2021. Its partners from the fields of arts, travel, and entertainment enabled the Foundation to reach new and valuable stakeholders.

Rapid pandemic response

In March 2021, the Foundation took over the management of the COVID-19 Solidarity Response Fund (SRF), in collaboration with the UN Foundation and a global network of fiduciary partners. The SRF powered the work of WHO and its partners to quickly and effectively respond to COVID-19 outbreaks all over the world. Donations have enabled vital work to suppress transmission, reduce exposure, counter misinformation, protect the vulnerable, reduce mortality and morbidity, and accelerate equitable access to new COVID-19 tools.

In 2021, until the closure of the fund in December that year, it mobilized over US\$ 10million from individuals and corporations.

“The ongoing COVID-19 pandemic has shown that swift action can make a difference, so we continue to step up to provide funding, access to vaccines and resources... We identified and supported organizations that were on the front lines...whose objectives are in alignment with our response strategy.”

Natasha Sunderji

of Accenture Development Partnerships, on why they contribute to the COVID-19 Solidarity Response Fund

Since the Fund was launched in 2020, more than 10,000 individuals, corporates, foundations, and other organizations committed funding to support the WHO-led global response effort. The Foundation is grateful to all donors and partners who have responded with generosity and solidarity to the Fund, directly contributing to WHO and its partners' global response efforts, and helping to direct resources to where they are critically needed.

Vaccine equity in motion

Go Give One

In May 2021 as the roll out of COVID-19 vaccinations gathered pace, it was clear that lower-income countries were being left behind. The Foundation was able to secure a small grant from the Bill and Melinda Gates Foundation to launch the flagship Go Give One campaign. This public-facing appeal asked individuals, as well as businesses and their employees and customers to donate US\$ 5, the cost of a vaccine. An international financial mechanism, the Gavi COVAX Advanced Market Commitment (AMC), uses the funds to buy vaccines for the world, starting with those who need them most. The campaign raised more than US\$ 10million towards providing vaccines via COVAX to people in 92 low-and lower-middle income countries.

To increase the availability of the COVID-19 vaccine, the ELMA Vaccines & Immunization Foundation committed to match up to US\$ 1million raised by the Go Give One campaign between September 2021 and March 2022. This generous pledge ensured an individual donation would have twice the impact, and, thanks to a powerful public response, the campaign reached its fundraising target three months early.

“ELMA is proud to partner with the WHO Foundation on the Go Give One campaign for global vaccine equity ... Those of us with resources to share must step up to address one of the greatest global inequities of our generation.”

Robyn Calder Harawi,

Executive Director, The ELMA Group of Foundations



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Spotlight on... Global Travel Coalition

By late 2021, COVID-19 vaccinations had facilitated international travel for citizens of high-income countries; in low-income countries fewer than one in ten had been vaccinated. The WHO Foundation and travel services provider Collinson, Virgin Atlantic and the Pacific Asia Travel Association

partnered to form the Global Travel Coalition to encourage customers to give the cost of a vaccination. Virgin Atlantic collected on-board donations in December and together the coalition served to remind people of ongoing vaccination needs during the traditional giving season.

“The travel and tourism industry knows only too well how important it is for everyone, everywhere to have access to vaccines if we are to end the COVID-19 pandemic. There’s a true power in numbers to getting this done.”

David Evans,
Joint CEO, Collinson

Go Give One partners

- Allen & Overy
- Benevity
- Bill & Melinda Gates Foundation
- Blue State
- Caterpillar
- Collinson
- DFS Group
- ebay For Charity
- ELMA Vaccines and Immunization Foundation
- Entertain Impact
- Equidam
- Etsy
- Fundraise Up
- Global Citizen
- Greta Thunberg Foundation
- INEOS
- JustWatch
- Mastercard
- Meta
- Oliver Agency
- Pacific Asia Travel Association
- PagerDuty
- Pledge 1%
- Priority Pass
- Royal Automobile Club of Victoria
- Russell Reynolds Associates
- SAP Electronic AG
- The Big Climb
- Virgin Atlantic Foundation
- Workday
- WPP
- Xpress Spa Group

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Artists for Equity

During the Go Give One campaign, the WHO Foundation partnered with Global Citizen at two events: VAX LIVE: The Concert to Reunite the World in May and Global Citizen Live in September featuring performances from six continents. Each event brought dozens of recording artists, activists, corporate leaders, philanthropists, and world leaders together to campaign

for greater equity. The events were attended by vaccine equity supporters Prince Harry and Meghan, The Duke and Duchess of Sussex, who additionally attended a joint WHO/WHO Foundation briefing to learn more about global public health challenges. The events aired in more than 100 countries and streamed globally.

Together for India

In India the COVID-19 Delta variant led to an intense second wave, causing thousands of deaths. Shortfalls in supplies of medical oxygen, intensive care beds and life-saving medicine deepened the crisis. Recognising the urgent need for resources, the Foundation launched the "Together for India" appeal in May, encouraging

individual donors and corporations to support WHO's emergency action plan in the country. The funds bolstered WHO's deployment of technical assistance and field support across 23 states, together with health authorities, partners, and community-based organizations. countries and streamed globally.

Healing minds through art

Fear and extreme isolation during the COVID 19 pandemic took its toll on many people's mental health. One positive outcome of this was a renewed appreciation for this hidden health crisis. To help WHO address this global challenge, a series of auctions were held in collaboration

with Christie's auction house and a range of other partners including the Tate galleries, Italy's Castello di Rivoli Museum of Contemporary Art, and The Art Newspaper. In total more than US\$ 290K was raised. These donations are supporting WHO's work on mental health.



Human Resources

Executive leadership

Having launched in 2020 with a small team of secondees and expert consultants, in 2021 the WHO Foundation invested in the recruitment of key posts in its executive team and began the transition towards establishing a permanent staff team in Geneva.

Anil Soni, Chief Executive Officer

Anil Soni joined the Foundation as its inaugural CEO. An innovator in global health, Anil brings more than 20 years of experience in the public and private sectors. Anil has led the Foundation's efforts to increase engagement with companies, individual donors, and health champions.

Karen Hitschke, Chief Operating Officer

Karen Hitschke was hired to head all operations and internal services including finance, HR, legal and systems. She is also a focal point for the Foundation's relationship with WHO. Prior to joining the Foundation, she spent 10 years building the impact investing organization, Yunus Social Business. She is a trained biologist and a certified executive coach with over 25 years of experience in the biotechnology,

venture capital, consulting, social business, and impact investing sectors.

Emanuele Capobianco, Chief, Impact and Strategy

Emanuele Capobianco leads the WHO Foundation's strategy work to amplify the impact of private capital on public programming in the global health sector. Emanuele is a doctor and a public health expert who brings 20 years of experience in international organizations (World Bank, UNICEF, WHO, the Global Fund, IFRC) running emergency operations and development programs in Africa, the Middle East, South Asia and Latin America.

Geetha Tharmaratnam, Chief Impact Investing Officer

Geetha Tharmaratnam is responsible for the innovative finance and impact investment activities of the WHO Foundation. An investment executive with nearly 20 years experience in private equity, venture capital, impact investing, venture philanthropy and insurance, her experience spans Africa, Asia, Latin America and Europe, working with Aequalitas Capital Partners, LGT Impact, Abraaj Group, Aureos Capital & Alea.



Governance

Board

The board of the WHO Foundation assumes governance responsibilities, reviews strategic decisions, and serves as the highest decision-making body. Led by Thomas Zeltner, former Swiss Secretary of Health, and Vice Chair Rebecca Enonchong, founder and CEO of AppsTech, a leading global

provider of enterprise application solutions the high caliber board is diverse; representing nine nationalities from four continents, and drawing on professional fields that include public health, entrepreneurship, business, and philanthropy.

Members of the board

- Clare Akamanzi, CEO of the Rwanda Development Board and Cabinet Member, Rwanda
- Robert Carter, Global Expert in institutional strategy and fundraising, USA
- Prof. Senait Fisseha, Global Leader in the advancement of reproductive health education and gender equality, Director of Global Programs at the Susan Thompson Buffett Foundation, Chief Advisor to the WHO Director-General, Ethiopia
- Dr. Silva Gold, President of Mundo Sano Foundation, co-founder of Grupo Insud & Insud Pharma, Argentina
- Dr. Nahed Mohammed Taher, Founder and CEO of Gulf One Investment Bank, expert in Islamic Finance, Saudi-Arabia
- Prof. Thulisile Madonsela, advocate at High Court of South Africa, one of the drafters of the South African constitution, founder of the Thuma Foundation to promote democracy leadership and literacy, South Africa
- Raul Thomas, Board Observer on behalf of WHO, Assistant Director-General Business Operations at WHO, Trinidad and Tobago

The board is actively engaged and works closely with the CEO and the management team, supporting strategic decision making, donor outreach, the relationship with WHO, and anchoring the WHO Foundation in the broader health ecosystem.

Finance and Audit Committee

In addition, the board created a Finance and Audit Committee, to support the Board in fulfilling its oversight responsibilities. This involves oversight of the Foundation's financial management, establishment, development and

maintenance of an appropriate framework of risk and control, including internal and external audits, and adherence to appropriate standards of good practices and ethics.

Finance and Audit Committee Members

- Rebecca Enonchong
- Robert Carter
- Nahed Tahar

In order to consolidate the Foundation's relationship with WHO, Karen Hitschke, the Foundation's Chief Operating

Officer, and Imre Hollo, WHO's Director, Planning, Resource Coordination and Performance, were elected as Institutional Focal Points, and Raoul Thomas, WHO's Assistant Director-General, Business Operations, was elected as WHO board observer.

Policies and procedures

The Foundation strengthened its policies and procedures. The By-laws, the Child Protection Policy, Gift Acceptance Policy and Privacy Policy were approved during the course of 2021. In addition, following the

acceptance of the Gift Acceptance Policy, the Foundation established strong due diligence processes on donations made to the Foundation, if a certain threshold was surpassed.

Fiduciary partners

In order for the Foundation to maximize its ability to fundraise globally the organization has established a strong network of trusted partners. A network of non-profit fiduciary partners allows overseas supporters, in more than 15 countries, to make tax-efficient donations. The partners receive donations from donors for the projects pursued by the WHO Foundation and in turn grant these to the Foundation towards their final project destination.

- Canada: King Baudouin Foundation (KBF) CAD
- Croatia: European Foundation for Philanthropy and Society Development
- Belgium: King Baudouin Foundation (KBF) Belgium
- Bulgaria: BCause Bulgaria
- China: China Population Welfare Foundation (CPWF)
- Estonia: Open Estonia Foundation
- France: Fondation de France
- Germany: Maecenata
- Greece: Higgs
- Hong Kong: Give2Asia
- Hungary: Carpathian Foundation Hungary
- Japan: Japan Center for International Exchange (JCIE)
- Poland: Academy for the Development of Philanthropy in Poland
- Romania: (Romania) Odorheiu Secuiesc Community Foundation
- Slovenia: Sklad 5 (Fund 5)
- Spain: Fundación Sociedad Empresa
- Switzerland: Swiss Philanthropy Foundation (SPF)
- UK: Charities Aid Foundation (CAF) UK
- USA: UNF, King Baudouin Foundation (KBF) US

Audit and supervision

The WHO Foundation's statutory auditor for the financial year January to December 2021 is PricewaterhouseCoopers SA.

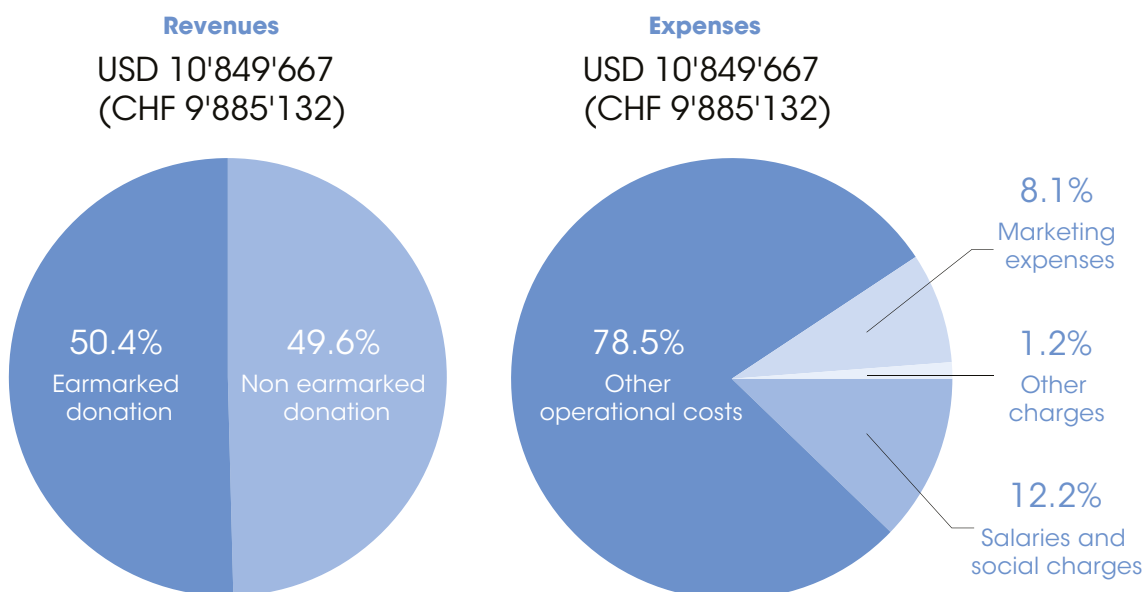
The WHO Foundation is regulated by The Federal Supervisory Authority of Foundations in Bern, Switzerland.



Financial Statements 2021

The financial year 2021 was the WHO Foundation's first year of full operation, during which the Foundation mobilized funds of approximately US\$ 20m for health programs, including the WHO COVID-19 Solidarity Response Fund and GAVI/AMC COVAX, of which US\$8.3m was disbursed in 2021. In addition, the foundation raised more than US\$ 10m in earmarked and non-earmarked donations to support the establishment of operational infrastructure and capacity, and to power fundraising campaigns. Revenues amounted to US\$ 10.85m in total, of which US\$ 2.10m were in-kind contributions, largely to the WHO Foundation's vaccine equity campaign, Go Give One. Total operational expenses in 2021 amounted to US\$ 10.85m: employee

salaries and associated social charges account for 12 % of this expenditure, and 78.5% other operational (Administration) costs, of which nearly US\$ 3.6m represents the cost of hiring external consultants.¹ During 2021, as the Foundation began to recruit its permanent team, many roles within the organization were temporarily staffed by consultants and secondments. As more permanent staff members are hired in 2022, a shift towards greater expenditure on salaries and associated social costs is anticipated. In addition, in-kind donations in the form of advertising, social media and marketing, to support the Go Give One vaccine equity campaign represent US\$ 2.10m of administration expenditure in 2021.²



¹ As detailed in Administration costs in the full financial statements <https://who.foundation/wp-content/uploads/2022/10/Financial-audited-report-2021.pdf>

² Of funds raised in 2021, US\$8.3m was disbursed in the financial year and the balance held for disbursement in 2022



Outlook

The WHO Foundation concluded its first full operational year with a robust executive team, capital investment, campaign success, and the foundation for a sustainable future. Moving forward, it will activate a global health investment plan to address needs in the areas of health emergencies, digital health, mental health, climate change and health, and health equity. Informed by the conclusion of close, diagnostic consultations with stakeholders, donors will be introduced to impactful new initiatives on these key thematic areas.

The Foundation will continue to support the COVID-19 response and build a substantial program to activate response to emergencies around the world. As health emergencies become even more complex, it will work to support WHO to build and sustain resilient national, regional, and global capacities to keep the world safe from epidemics and other threats. Together with its partners, the Foundation can support populations affected by acute and protracted emergencies to have rapid access to essential life-saving health services including health promotion and disease prevention.

“In health emergencies, WHO often serves as both a first responder and a provider of last resort for the world’s most vulnerable people, from Ebola outbreaks in Africa to maintaining essential health services in Afghanistan and Syria. ... These increasingly multidimensional crises demand more complex responses and greater resources.”

Dr Tedros Adhanom Ghebreyesus

WHO Director-General

Equity will remain front and centre. The vaccine equity campaign will endeavor to remain ahead of global vaccination efforts and continue to support lower-income countries in protecting their populations against COVID-19.

Looking ahead, the conclusion of the WHO Foundation strategy for 2023-25 and widening its reach with the private sector and philanthropists will help the Foundation to enhance its ability to support WHO to promote health, keep the world safe, and serve the vulnerable.



Front cover image: Members of a COVID-19 vaccination team
outside Paz Flor mall in Luanda, Angola.
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WHO Foundation
Chem. Des Mines 2
1202 Geneve, Switzerland

INFO@WHO.FOUNDATION