

# Annual Activity Report 2020

**WHO**   
**Foundation**





# Contents

2	<b>About WHO</b>
4	<b>Editorial</b>
6	<b>Milestones 2020</b> (May-December)
8	<b>Philanthropy</b>
10	<b>Partnerships and campaigns</b> Communications Fiduciary partners
14	<b>Human Resources</b>
15	<b>Governance</b> Board Board members Board meetings Audit and supervision
16	<b>Financial statements 2020</b>

# About the WHO Foundation



The WHO Foundation is an independent grant-making organization, based in Geneva, that finds and funds catalytic initiatives to improve world health. We are a force for collective solutions to enhance governmental responses with the private sector, individual donors and, global health community. Our unique approach to funding high-impact initiatives and advancing innovative strategies supports the World Health Organization to strengthen the global health ecosystem. Together, we can build a healthier world for everyone, everywhere.





# Editorial

Since its inception in May 2020, the WHO Foundation has made tremendous strides establishing itself as a critical player in the global health ecosystem. Our work in this first year focused on putting in place the governance and operational capacity needed to unleash the Foundation's potential as a catalyst for good, while navigating and responding to the COVID-19 pandemic alongside our peers in the global health community. With the support of a lean interim secretariat staff, we recruited and onboarded a world class board and

CEO to help guide the organization's work. In parallel, we initiated a first suite of collaborations to address the immediate funding needs associated with COVID-19 response, working across industries and sectors to create accessible and innovative engagement opportunities for companies and individual donors to support the lifesaving work of WHO. As founder and chairman of the WHO Foundation, I am very proud of this organization's early achievements and looking forward to the years ahead.

**Thomas Zeltner,**  
Founder and Chairman of the Board



# Milestones 2020

Official date of constitution  
May 5th, 2020 and  
appointment of board  
members Thomas Zeltner, Bob  
Carter, and Clare Akamanzi

Appointment of board  
member, Senait Fisseha

May

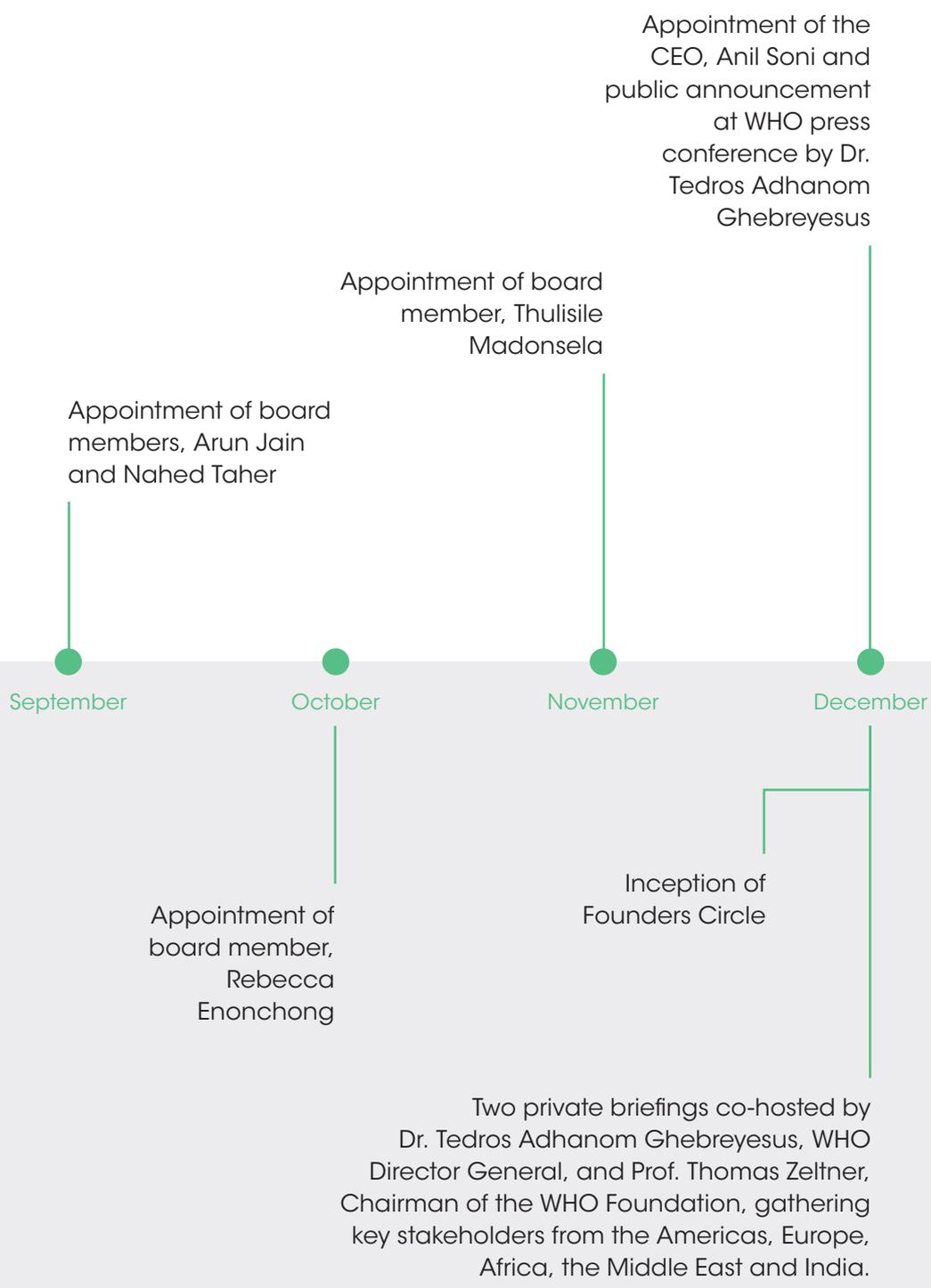
June

July

August

Official registration as a swiss  
Foundation in the Geneva  
Commerce Register  
(May 13th, 2020.)

Appointment of  
board member,  
Silvia Gold



# Philanthropy

As the WHO Foundation's role grows, so does its internal capacity which needs to ensure it is able to deliver impact at scale. In order to do that, it needs committed partners from all continents who are pivotal to it being able to operate. The Foundation's leadership is therefore recruiting a diverse Founders' Circle of forward-thinking philanthropists, foundations, private funders and business leaders to join the very beginning of its journey to act as angel investors, thought leaders and health champions.

Ongoing operating expenditure requirements of the WHO Foundation will be financed by levying a lean overhead of 5% on funds it raises for the work of WHO. In the short term, however, the Foundation is seeking operational support as initial growth capital to both develop operations and strategy (talent, legal flexibility to allow for innovative finance, strategy diagnostics) and to run programs and campaigns (including fundraising for WHO's COVID-19 response and Go Give One this year).

The Foundation is aiming to raise US \$40 million in capitalisation over the first three years and is asking its

Founders' Circle members to contribute a minimum of US\$3 million over a three year period towards these capitalisation costs. This early funding will help leverage much greater support over the coming years – The Foundation expects each US\$1 pledged by a Founders' Circle member to result in up to US\$25 mobilized by the Foundation over the next 3 years.

The Founders' Circle is an exclusive and diverse group of thought leaders who help grow and champion this organization, and ensure it reaches its potential in driving new solutions and ways of working within the global health ecosystem. In securing the Foundation's future, Founders' Circle members play a historic role in advancing global health and in doing so, achieving prosperity for decades to come.

In December 2020, the WHO Foundation organized two private briefings co-hosted by Dr. Tedros Adhanom Ghebreyesus, WHO Director General, and Prof. Thomas Zeltner, Chairman of the WHO Foundation, gathering interested Founders' Circle members from the Americas, Europe, Africa, the Middle East and India.



# Partnerships

The WHO Foundation incubated a series of early collaborations over the course of 2020 in service of its broader aims to mobilize resources for, and raise awareness about, key global health challenges. Activations across the arts, sports, travel and entertainment industries helped the WHO Foundation engage with a diverse set of audiences and

stakeholders on critical issues such as COVID-19 response and emergency relief in the wake of the 2020 Beirut explosion. In addition, the organization's activities focused on building out the operational capacity to ensure tax efficient giving by building a global network of fiduciary partners that was active in wide set of countries as of December 2020.



## Partnerships

MDL Concerts  
BelN Media Group  
eBay  
Christies  
We are Family/Sterling Media  
Aplauz

## Fiduciary partners

Set up of the capacity to power partnerships: Registration and contracting with United Nations Foundation (UNF) in the US, King Baudouin Foundation (KBF) Canada in Canada, Swiss Philanthropy Foundation (SPF) in Switzerland, and the Transnational Giving Europe (TGE) network for a wide set of European countries.



## PARTNERSHIP SPOTLIGHT:

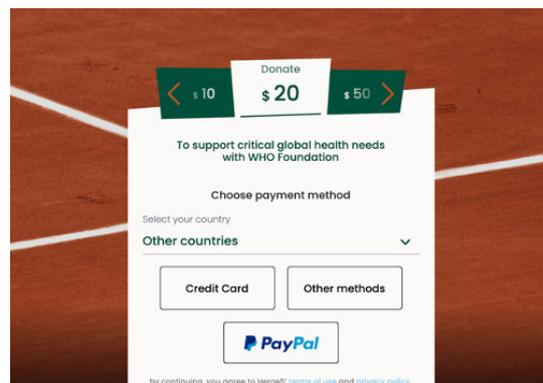
# beIN Media Group

beIN Media Group was eager to engage their viewers by promoting health messages and opportunities to raise funds for global health needs. This began with Roland Garros in September 2020 and has evolved to encompass a broad range of support.

### Activations:

- Campaign sponsorship during the Roland Garros tournament with QR code on broadcast and digital platforms
- End of year greeting cards with a corporate donation match from beIN
- Donation of a signed Paris St Germain Jersey to the eBay auction
- Employee engagement in #WeAreFamily campaign

The funds raised from the partnership are supporting WHO's COVID-19 response efforts.



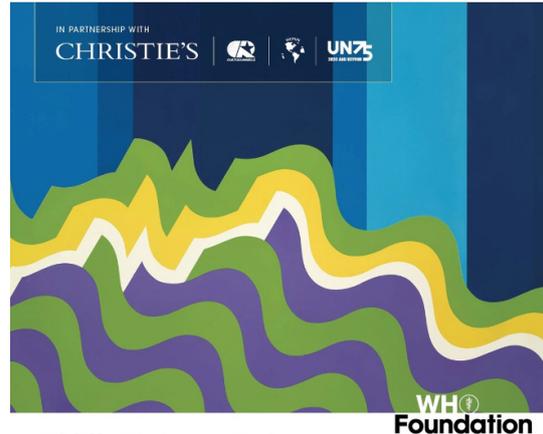
**PARTNERSHIP SPOTLIGHT:**

# Christie's

The WHO Foundation has a 14-month partnership with Christie's Auction House featuring a number of art pieces across different sales in support of a global COVID-19 response through the arts.

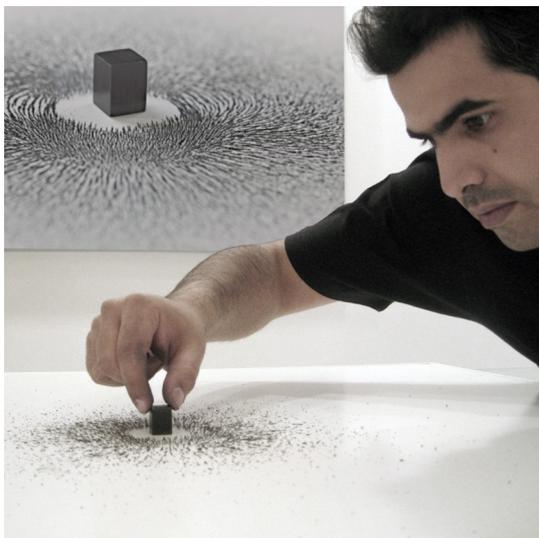
In partnership with Culturrunners, the World Health Organization (WHO), World Council of Peoples of the United Nations (WCPUN) and UN75, the WHO Foundation supports the development of the auctions and educational and awareness programmes

The funds raised through the partnership support the urgently needed mental health response to the pandemic through the applied use of arts in health-giving and recovery.



## Middle Eastern Modern & Contemporary Art

Online 11-24 November 2020



The first piece to come under the hammer in November 2020 is Magnetism (2012, estimate: £80,000 - £120,000), an iconic installation by leading Saudi Arabian artist-physician, Ahmed Mater, who has donated the work to express his solidarity with the WHO and join a global collaboration between healthcare professionals and artists to support recovery from the pandemic.

# Human Resources

Since the organization's inception in May 2020, and under the supervision of Prof. Thomas Zeltner, Chairman and interim CEO of the WHO Foundation, a small interim executive secretariat was put in place and managed by [Philanthropy Advisors](#) to begin operationalizing the organization.

Mr. Anil Soni was appointed by the board as the inaugural CEO of the Foundation in December 2020. His appointment was publicly announced at a December WHO press conference by WHO Director General, Dr. Tedros Adhanom Ghebreyesus.



# Governance

## Board

The Board is the supreme governing body of the WHO Foundation exercising the highest oversight authority over the Foundation. The CEO together with the interim management team are responsible for executing WHO Foundation strategy and delivering the outcomes agreed with the Board.

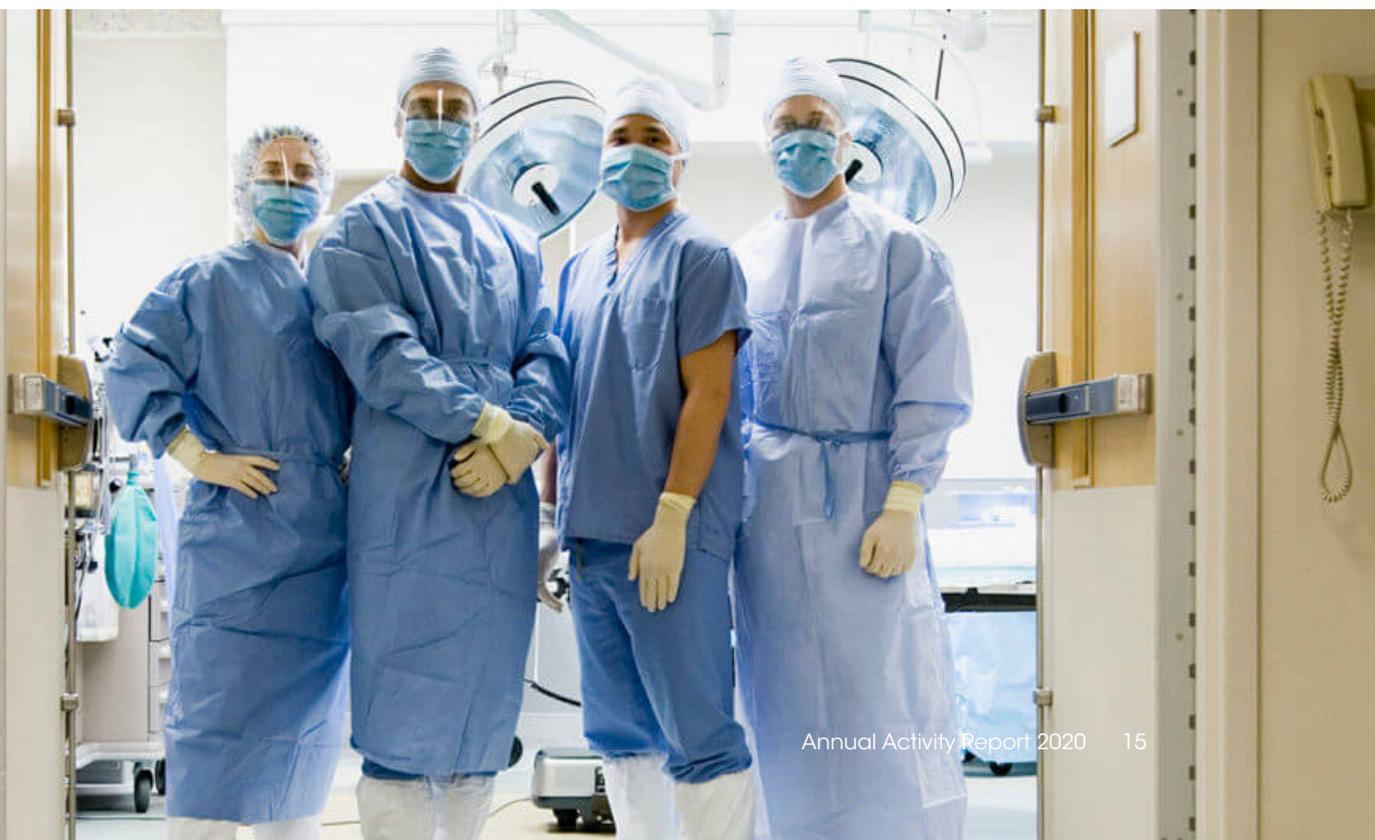
**Board members:** Over the course of the year, the board expanded from 3 members in May 2020 to 8 members at the end of the year.

**Board meetings:** Weekly board meetings, with all board members and WHO observer took place between May and September 2020, and two board meetings took place in November and December 2020.

## Audit and supervision

For its first operational exercise, the Foundation appointed PriceWaterhouseCoopers (PWC) as its statutory auditor. PWC conducted the audit of the WHO Foundation's 2020 annual financial statements in May 2021.

The Swiss Supervisory Authority of Foundation in Bern, Switzerland, is the supervisory authority of the WHO Foundation.



# Financial Statements 2020

Given the Foundation was created in May 2020, its first financial report expressed in USD was for the period covering the 5th of May 2020 to the 31st of December 2020.

Throughout the 2020 financial year, all income received was fully flexible or earmarked to core expenses, and was used to support the design and set up

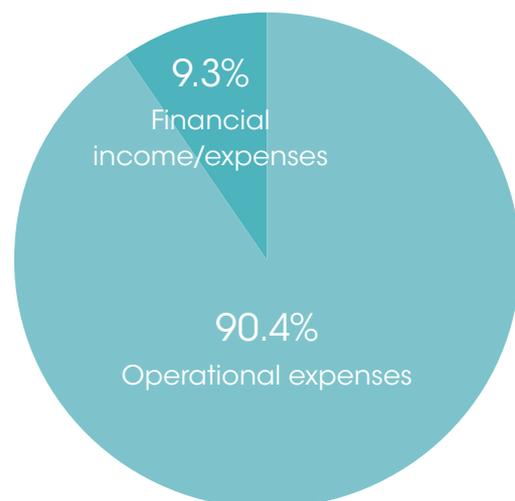
of the Foundation. Likewise, all expenses incurred were for activities associated with setting up the operational infrastructure and capacity of the organization.

\*Funds received via programming fundraising campaigns in Q3 and Q4 2020 were held for disbursement in 2021 and are therefore not reflected in the below.

**Funds IN**  
US\$ 2,019,000



**Funds OUT**  
US\$ 1,999,323



**Result of the period**  
US\$ 19,677





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