



UNHCR: The UN Refugee Agency

A recipient of a Google Grant since February 2008

ABOUT THE ORGANISATION

- Provides protection and assistance to the world's refugees and displaced people.
- Created by the UN General Assembly; began work in 1951 by aiding more than one million European refugees in the aftermath of World War II.
- Has presence in 117 countries & 268 offices.
- 6,351 staff members around the world.

For more information information please see www.UNHCR.org



UNHCR is mandated by the United Nations to lead and coordinate international protection of refugees and the resolution of refugee problems. The agency was established in December 1950 and is based in Geneva, Switzerland.



UNHCR uses AdWords to draw attention to its most vital mission; to protect people. Today that protective arm must embrace nearly 32 million – roughly half of the population for the United Kingdom. These are men, women and children who have been driven from their homes and countries by conflict, persecution, or terror. They may also be people uprooted within their own countries, or people without citizenship, or simply migrants seeking a better life elsewhere.

More than 700,000 refugees and some 2 million internally displaced people went home in 2008. In many cases, such as Afghanistan, their sustainable reintegration remains a challenge. Elsewhere, wars and other triggers – from climate change to economic disintegration – continue to demand UNHCR's global presence to protect people in need.

Which Advertising Channels are the UNHCR currently using?



Advertising is placed locally in all fundraising markets depending on their strategies, campaigns, and budgets.

UNHCR learned about Google Grants from other charities and suppliers. Seventeen country accounts were set up by the Grants team in Dublin and have since received over \$154,000 in free advertising.

ABOUT GOOGLE GRANTS

The Google Grants UK programme supports organisations sharing our philosophy of community service to help the world in areas such as science and technology, education, global public health, the environment, youth advocacy, and the arts.

It is designed for UK charities which meet our requirements and are registered with the Charity Commission of England and Wales, the Office of the Scottish Charity Regulator or by the Inland Revenue, Google Grants is a unique free advertising programme.

For more information information on Google Grants please see www.google.co.uk/grants

For more information on Google AdWords see www.google.co.uk/adwords



“Google allows us to be able to respond quickly to world events for example in an emergency situation we can complement our fundraising campaigns and drive traffic to our site by adapting our ads immediately” says Clare Rodger, Acting Head of Fund Raising.

Clare Rodger, speaks highly of the Google Grants programme.

“We greatly appreciate the service and availability of our focal points in Google helping us to understand the complexity of Google AdWords and how to make best use of this program.”

“Going forward one of UNHCR’s priorities and major initiatives are within the health sector and specifically our efforts to combat malaria – i.e. both prevention and effective treatment for refugee populations.”

The Google Grants programme will help to promote the above and create awareness for this cause.

