



IMPACT REPORT 2024



IOM
UN MIGRATION

PRIVATE SECTOR
PARTNERSHIPS

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IOM is committed to the principle that humane and orderly migration benefits migrants and society. As an intergovernmental organization, IOM acts with its partners in the international community to: assist in meeting the operational challenges of migration; advance understanding of migration issues; encourage social and economic development through migration; and uphold the human dignity and well-being of migrants.

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Cover photo: A child who lives in the neighbourhood in Al Houtah where new sewage pipes have been installed, Yemen. © International Organization for Migration 2022

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IMPACT REPORT 2024

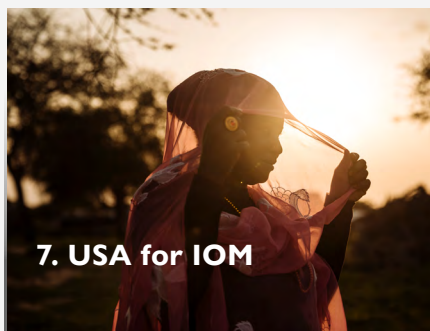
Thank you for making an impact



“Migration will be a way for the private sector to continue to innovate, to continue to spur economic development. Building partnerships is ultimately key to success.”

Amy E. Pope
IOM Director General

Content



ACKNOWLEDGEMENTS

This report was put together by the IOM Private Sector Partnerships Division.
Thank you to all who contributed to this report.

Foreword

Dear Partners, Supporters, and Friends,

As we reflect on another remarkable year, I want to extend my heartfelt gratitude to each of you on behalf of the International Organization for Migration, IOM – UN Migration.

Migration is a cornerstone of our shared human journey—a driver of global development and a source of opportunity, safety, and stability for millions of people striving for better futures across borders. Since 1951, IOM, with over 20,000 dedicated colleagues operating in more than 180 countries, has been at the forefront of providing lasting solutions to the evolving challenges of migration, ensuring our efforts are impactful and far-reaching.

Your unwavering commitment to our mission has been essential to the progress we have made this year. Migration is a whole-of-society issue, and through a comprehensive approach, IOM has collaborated with diverse stakeholders at all levels, including the private sector, to effectively support people on the move.

I am filled with pride as I reflect on this year's accomplishments. Each initiative featured in this report highlights our collective dedication to the people we serve. From responding to emergencies such as the devastating floods in Rio Grande do Sul, Brazil, and the escalating hostilities in Lebanon, to introducing and engaging Goodwill Ambassadors and launching our first-ever Digital Fundraising Strategy, the scale and scope of our efforts this year have been extraordinary.

These accomplishments are a shared success, made possible by your invaluable contributions. Your support enables us to harness the opportunities migration brings. Together, we have advanced IOM's strategic vision: saving lives and protecting people on the move, driving solutions to displacement, and supporting regular migration pathways.

Thank you for standing with us. We look forward to another year of impactful partnerships and collaboration as we continue to create lasting change.

With sincere gratitude,

Catalina Devandas

Catalina Devandas

Representative of the Director General and Senior Director,
Office of Partnerships, Advocacy and Communications
IOM – UN Migration



2024 Key Figures



33

New Partnerships



56

Total Partnerships



40

Countries Benefiting



1M+

People Benefiting



Looking Back at 2024

With over 20,000 colleagues across more than 180 countries, IOM goes beyond and above to support people on the move. Your support has been essential in helping us fulfill this mandate.

Here's a look back at some of our work over the past year. From impactful partnerships and goodwill ambassador engagement to emergency responses and advocacy campaigns, this has all been made possible with the invaluable support from the private sector.



JAN World Economic Forum (WEF) Annual Meeting

During the WEF Annual Meeting in Davos, IOM had the opportunity to advance its engagement with private sector partners and prospects. IOM co-hosted the 'Empowerment through Employment' panel with UNHCR, which raised awareness and commitments for employment opportunities for migrant and vulnerable communities. In addition, WEF published IOM Director General Amy Pope's [op-ed](#) on migration highlighting that migration can be a long-term development solution when it is well managed. We supported the development of this [video](#) later in the year highlighting three ways skilled migrants contribute to Europe's economy.



FEB Tent Partnership for Refugees

In February, IOM formalized a global partnership with the Tent Partnership for Refugees to help advance the labour market integration and inclusion of migrants, including refugees and forcibly displaced populations. Together, we are working in Europe and the Americas to combine Tent's unique ability to mobilize its network of 400+ member companies with IOM's networks and expertise in order to accelerate connections around job opportunities. Through this strategic alliance, we are committed to ensuring that more migrants, including refugees and forcibly displaced populations, have access to employment, ultimately fostering stronger workforces, resilient communities, and more sustainable development.

FEB Launch of the Migration, Business and Human Rights (MBHR) Programme

IOM, together with the European Union (EU) and Sweden, launched a [groundbreaking initiative](#) to safeguard migrant workers' rights in Asia. Building on over a decade of work with the private sector, the [MBHR Programme](#) aims to promote full respect for migrant workers' rights in supply chains across key countries, including Cambodia, Indonesia, Malaysia, Nepal, the Philippines, Thailand, and Viet Nam. The programme promotes ethical recruitment, safe working conditions and responsible employment, enabling migrant workers to thrive and contribute to the economic growth of both their home and host countries.



Looking Back at 2024



MAR

Amazon's Disaster Relief Hub

Our partner, Amazon, launched its first Disaster Relief Hub in Europe. Located in Rheinberg, Germany, this new facility is designed to store and pre-position emergency supplies, allowing for distribution within 72 hours of a partner's request. By having these critical items readily available, Amazon can send help much faster, enabling IOM to respond quickly to emergencies and provide vital support for people in need.



MAR

IOM Energy Project Learning Workshop

IOM, together with Innovation Norway, hosted a workshop in Maputo, Mozambique, to share insights from a [clean energy initiative](#) implemented in the country. Partnering with Innovation Norway, NORCAP, private sector actors, and NGOs, the initiative introduced improved cookstoves and solar systems in five resettlement sites. This collaborative effort addresses energy access challenges, reducing vulnerability while fostering sustainable markets and community empowerment.



APR

Enhancing Climate Resilience

IOM's climate resilience programme, jointly piloted with Apple in Ginitigan, Philippines, was featured in [Apple's Supply Chain Innovation Report for 2024](#). Together, we have supported Apple's efforts to safeguarding migrant workers' rights within their supply chains while enhancing climate resilience through shelter reconstruction, skills and training activities, a safe migration campaign, and coastal cleanup efforts.

Looking Back at 2024

MAY

Sesame Workshop

In May, Sesame Workshop joined IOM on a field visit to Bangladesh, exploring Cox's Bazar and Dhaka and witnessing firsthand one of IOM's biggest operations in the Asia-Pacific region, encompassing both development and humanitarian work. During this visit, Sesame Workshop saw the tangible impact of IOM's efforts to support forcibly displaced people in Bangladesh.



JUN

High-level Hemispheric Meeting on Regular Pathways for Labour Migration

In June, the Pathways Conference in Mexico City, hosted by IOM and the Government of Mexico, brought together over 250 high-level participants, including delegates from 30 governments, as well as 55 senior executives from leading private sector organizations such as Femsa, Claro Colombia, Walmart Mexico and Central America, and Microsoft. The event featured dynamic discussions on regional migration policies, private sponsorship initiatives, and innovative public-private partnerships to address labour shortages, foster inclusion, and promote safe, orderly, and regular migration.



JUL

On the Move campaign

In July, as part of the IOM's Summer of Sport campaign, we launched the On the Move digital fundraising campaign, a dynamic celebration of resilience and unity highlighting the transformative power of sport. Featuring the enthusiastic support of numerous IOM Goodwill Ambassadors, including Global Goodwill Ambassador Sir Mo Farah, the campaign aimed to raise funds for people on the move and champion the belief that everyone, regardless of their origin or destination, deserves a chance to move forward.



SEP

79th Session of the UN General Assembly (UNGA 79)

During UNGA 79, IOM enhanced its engagement with private sector partners through key events and bilateral meetings. In collaboration with Pathways International, IOM co-hosted an event bringing together private sector leaders to explore the future of migration. IOM Director General Amy Pope participated in Microsoft's AI Opportunity Summit for UN Leaders, highlighting how artificial intelligence strengthens IOM's capacity to assist more people on the move.



Looking Back at 2024



SEP

The Workforce of the Future

In September, IOM hosted an external webinar exploring how the private sector is advancing the green transition through regular labour mobility pathways and skills mobility partnerships. The event highlighted how companies can drive sustainable action while fostering greener and more inclusive workforces. Attendees had the unique opportunity to hear from key stakeholders about innovative initiatives and strategies addressing the evolving skills demands of the global green economy.



OCT

Lebanon Emergency

When the humanitarian crisis unfolded in Lebanon, IOM was ready to support. A special briefing on Lebanon Emergency provided private sector partners and prospects with exclusive updates. The event highlighted the critical humanitarian situation, IOM's response efforts, and the challenges and needs facing Lebanon. We activated a targeted [digital fundraiser for Lebanon](#), opening up the invitation to support those in need.

OCT

Migrant as Agents of Transformation and Sustainable Economic Growth

On the eve of the B20 Summit in Sao Paulo, IOM Brazil, in partnership with FIRJAN (the Federation of Industries of the State of Rio de Janeiro) and Aya Earth Partners, hosted an event that brought together more than 100 private and public leaders and civil society to discuss migrants as drivers for development. The event highlighted migrants' contributions to sustainable development, emphasizing their role in fostering economic growth, advancing Environmental, Social, and Governance priorities, and promoting gender equity and diversity within the private sector.



Looking Back at 2024



NOV 2024 Africa Roundtable on Private Sector Solutions to Internal Displacement

IOM, together with UNHCR, UNDP, and in close collaboration with the Government of Nigeria and the Special Advisor to the UN Secretary-General on Solutions to Internal Displacement, co-convoked an event focused on building and scaling impactful public-private partnerships and multi-stakeholder solutions to internal displacement. Held in Lagos, Nigeria, the event gathered governments, UN agencies, humanitarian and development partners, the private sector, and civil society representing 11 African countries to explore innovative, scalable solutions to address challenges faced by internally displaced communities.

DEC IOM Hong Kong Gala 2024

In December, IOM in Hong Kong SAR, China, hosted its annual IOM Gala 2024, spotlighting the intersection of climate change and migration and exploring opportunities for collaborative solutions. The event brought together 80 distinguished guests from the private and public sectors, serving as a powerful testament to the collective efforts needed to address climate-induced migration. Together, we can advance meaningful climate solutions and work toward a more sustainable future for all.



DEC IOM and Microsoft: Climate Action Portal

IOM and Microsoft launched the Climate Action Portal, a groundbreaking platform showcasing how AI and data insights can address climate-induced displacement. This innovative collaboration features projects with Microsoft's AI for Good Lab in the Maldives, Ethiopia, and Libya, leveraging advanced AI tools and local expertise to support communities facing climate-related risks. Through interactive maps and dynamic data visualizations, the Portal provides policymakers and humanitarians with actionable insights to mitigate climate impacts and strengthen resilience among vulnerable populations.

Stories of Impact

Here are some examples of how the private sector has helped make our work possible.



HOPE AMID THE MUD: REBUILDING LIVES AFTER GALAȚI'S DEVASTATING FLOODS

When the eastern Romanian city of Galați was devastated by severe flooding following days of relentless rain, Matilda's life was turned upside down. Her home, like many others, was severely damaged. Once the water receded, the destruction became clear: houses filled with thick mud, critical infrastructure, furniture, and personal belongings ruined, and hopes lost.

"At midnight, the storm arrived," says Matilda, as she recounts how the water rose so quickly that there was barely time to react. Helped by Ileana, a neighbour from the village, Matilda scrambled up a ladder to the attic as the water reached her chest.

"We were shouting, we are in the attic, help us, help!" When the floodwaters finally receded, the aftermath was

devastating. Mud was everywhere, coating every inch of her home. "The doors were closed," she explains.

"There was so much mud. The mud was one and a half meters deep in some places and up to two meters in others."

In the face of this disaster, immediate support was critical. Recognizing the urgent need, IOM coordinated the delivery of 700 sleeping bags and 162 beds, generously donated by Amazon, to the hardest-hit communities, including Matilda's.

The distribution of these essential items provided more than just immediate relief — it offered a sense of home. For families like Matilda's, it was a crucial step toward recovery efforts, offering security and a reminder that they were not alone in their journey to rebuild their lives.

Stories of Impact



BRINGING HOPE THROUGH VACCINATION: FIGHTING POLIO IN AFGHANISTAN

Afghanistan remains one of the last strongholds of polio in the world, a disease that continues to threaten the health and future of children. Rugged terrain and poor infrastructure make it challenging to deliver vaccines to those in need. Yet, for returnees like Kaldara, there is hope.

“Vaccines are incredibly beneficial for my children, helping to prevent various diseases,” says Kaldara as she reflects on the assistance she and her family have received.

IOM provides healthcare to returnees, displaced people and underserved communities in Afghanistan. Through a vital partnership with the Global Polio Eradication Initiative (GPEI), funded by the private sector, IOM is helping to ensure people, especially children, receive vaccines to protect them against polio and other diseases, particularly among high-risk groups in the east and south.

Between September 2023 to August 2024, IOM vaccinated more than 67,000 children with oral polio vaccines and encouraged more than 7,000 people to vaccinate their children, through community engagement, education, and outreach activities.

Through this initiative, IOM Afghanistan aims to vaccinate nearly 108,000 children against polio in 382 targeted settlements across the provinces of Kandahar, Helmand, Nangarhar, and Zabul. With every vaccine given, families like Kaldara’s are safer, healthier, and better protected.

“In the past, people were unaware of the vaccinations. Now that knowledge has increased, it’s clear that vaccines can effectively prevent diseases.”

Stories of Impact



Restoring Hope

CLOSING THE HEALTH GAP WITH DIGITAL SOLUTIONS

Throughout her five years as a Migration Health Physician for IOM in Aden, Yemen, Deena has had countless experiences that will linger in her memory for years.

"I vividly recall an incident where a migrant arrived in a deep state of confusion. We initially suspected he had a brain injury, but it later emerged that he was dealing with mental health issues and substance abuse," Deena recalls.

"Knowing his medical history would have made our response smoother and the entire process more efficient."

To help healthcare providers deliver appropriate and effective care to migrants, IOM and Takeda Pharmaceutical Company Limited have worked together to introduce the Electronic Personal Health Record (e-PHR). The tool plays a crucial role in addressing gaps in healthcare information for migrants, while also reducing language barriers and facilitating a better understanding of each person's individual needs.

A tool like this is critical for people on the move, who may seek care from different healthcare providers in different countries.

For both migrants and healthcare professionals alike, e-PHR is a lifesaver.

"This tool is amazing, it makes our work easier and our diagnoses more accurate," Deena says.

The implementation of the e-PHR has been made possible through the generous support of Takeda across seven target countries: Mexico, Colombia, Ecuador, Ethiopia, Kenya, Uganda, and Yemen. To date, nearly 67,000 cases have been successfully entered into the e-PHR platform across these countries, enhancing health data management and service delivery for migrants and displaced communities.

Stories of Impact



BRINGING HOPE TO FAMILIES

"We found ourselves homeless, first taking refuge on the streets and then seeking shelter in tents and mosques," says Cemil, a survivor of the devastating earthquakes that struck Türkiye and Syria in February 2023.

Having fled Syria in 2014 amid the chaos of war, Cemil and his family sought safety in Gaziantep, Türkiye, hoping for a fresh start and better opportunities.

The earthquakes, however, shattered their sense of security, and turned their world upside down. Their home was severely damaged, forcing them to evacuate.

In their search for help, Cemil and his family came across an advertisement for IOM's emergency hotline. The call they made marked the beginning of a significant change in their lives.

Thanks to the partnership with Airbnb.org, an independent and publicly-supported non-profit, IOM was able to provide Cemil and his family with free temporary accommodation, which offered much-needed relief.

"The accommodation was not only comfortable but also provided a sense of warmth during the winter months."

The partnership between IOM and Airbnb.org has been a lifeline for many, including Cemil and his family. Between January and March, IOM assisted nearly 1,100 earthquake-affected individuals with rental support across Adana, Ankara, Gaziantep, Mersin, Istanbul, and Şanlıurfa, offering vital assistance in a time of crisis.

"We were fortunate to receive this support," Cemil says.

Stories of Impact



SUPPORTING MIGRANT COMMUNITIES THROUGH CLIMATE RESILIENCE

In Ginitligan, a small coastal community in the Philippines, families like Teodolfo's face the relentless impacts of climate change, enduring cycles of typhoon destruction and rebuilding.

"After each typhoon, I would pay others to repair our home," Teodolfo shared, recalling the strain on his daughter Teresita, who worked in Manila to help cover the costs.

Recognizing the urgent need for action and working closely with local leaders, local government units, community members, and development partners, Apple and IOM piloted a climate resilience programme in Ginitligan to assess vulnerabilities, needs, gaps, and local resources, paving the way for tailored, community-driven solutions against migration brought on by climate change.

Skill training activities in masonry and carpentry, run in partnership with the Technical Education and Skills Development Authority (TESDA), give community members the tools to rebuild stronger homes against typhoons and diversify their livelihoods. Beyond skills training, the programme included coastal clean-up initiatives and a safe migration campaign, promoting social cohesion and safe, informed migration practices.

These hands-on sessions helped people build safer, more durable shelters, reducing their need for outside help and fostering long-term self-reliance.

The impact of this initiative was especially clear during an unprecedented series of typhoons this year, which displaced over 2.8 million people across the country. In Ginitligan, families used their new skills to reinforce their homes before the storms, cutting damage and protecting their livelihoods.

For Teodolfo and his family, their newly refurbished home offers more than just physical protection. "We feel safer. We no longer have to cover holes for privacy or worry about leaks during storms," he said.

Together with Apple and partners, we are working to scale these solutions, ensuring resilience becomes a reality for other vulnerable communities facing the impacts of climate change. Our upcoming framework will go beyond Apple's own supply chain, bringing together companies, communities and developing partners to address climate change-induced migration and build a sustainable future.

Stories of Impact



Inspiring Resilience



EMPOWERING WOMEN AND COMMUNITIES IN ETHIOPIA THROUGH SANITARY SOLUTIONS

“I decided to start this company after my sister and I visited one of our relatives in Sekota, a small town in Ethiopia’s Amhara region. During the visit I got my period. We went to a local shop to purchase sanitary pads, but shockingly, the male shopkeeper refused to help us.”

In rural Ethiopia, Dr. Tsebaot Meles turned a personal experience into a mission to empower underprivileged women and vulnerable communities. After her challenge with buying feminine hygiene products, she became inspired to help other women and founded Ngat Reusable Sanitary Solution.

The company produces affordable, reusable sanitary pads, as well as diapers, incontinence diapers, underwear, and other hygiene products, and provides free access to these

essentials in rural areas, allowing individuals to maintain their hygiene and health with dignity.

The Sanitation for All project is a joint effort involving IOM, the Norwegian Church Aid (NCA), Ngat Reusable Sanitary Solution, and ThinkPlace Kenya, and receives financial backing from Innovation Norway.

The initiative helps to provide access to reusable sanitary products for displaced people in Ethiopia, and trains local cooperatives to produce and distribute these items.

The Sanitation for All project not only addresses urgent hygiene needs but also fosters job creation and local economic growth through sustainable local manufacturing.

Stories of Impact



Inspiring Resilience



ON THE FRONTLINES OF CLIMATE CHANGE

For as long as she can remember, Aminath has called Vaavu Thinadhoo, in the Maldives, her home. She vividly recalls how the island looked before the drastic changes brought by climate change.

“Significant changes started occurring to the island after the tsunami in 2004,” Aminath shares. “I remember, before the natural disaster, this island had large beaches with lots of sand.”

The tsunami marked a turning point, and erosion began to reshape the island. Living close to the shoreline, Aminath feels the daily challenges brought on by climate change. Rising sea levels and erosion are causing tin roofs to rust, damaging houses and household items.

Her greatest fear is losing the island altogether. “The ongoing erosion raises the alarming possibility that we may eventually have to migrate to another island, leaving our homes behind.”

In partnership with Microsoft, IOM is leveraging data analytics to predict migration patterns, allocate resources effectively, and identify populations most vulnerable to climate change. Through this collaboration, we strive to support families like Aminath’s, who may soon be forced to move due to the growing impacts of climate change.

Aminath dreams of living a happy island life. She envisions a world where climate change no longer threatens livelihoods and people are not forced to leave the homes they hold so dear.

Stories of Impact



FROM STRUGGLE TO RELIEF FOR FATIMA AND HER DAUGHTERS

Fatima, a mother of three young girls, faced relentless challenges in providing her family's most basic needs. They live at a gathering point for internally displaced people in northeastern Sudan. Access to hygiene items, essential for maintaining their health and dignity, was out of reach.

Thanks to the transportation support of Flexport.org, these life-saving items reached families like Fatima's, providing critical relief.

"I never imagined how much something as simple as a hygiene kit could impact my life," Fatima said. "Before I

received it, I was worried about how to buy hygiene items for me and my daughters, as I had no money."

The hygiene kit included soap, toothpaste, sanitary pads, and other essential items. It was distributed in Sudan by local organization Muslim Hands and funded by the Humanitarian Aid Department of the European Commission (ECHO).

For Fatima, these supplies eased her worries and gave her hope for her family's future. "I would like to say great thanks and gratitude to those who are helping us."

USA for IOM



In 2024, USA for IOM, IOM's National Committee in the United States, has continued and enhanced collaboration with IOM offices and partners, supporting IOM's impactful migration initiatives, and enabling support to more than 100,000 beneficiaries in various crisis contexts.

The generosity of donors in the United States enabled our work to fill gaps in programming and respond to urgent needs, from socioeconomic integration initiatives, assisting victims of trafficking and supporting family reunification in Central America, to contributing and protecting the most vulnerable migrants worldwide, and lifesaving support to migrants in crisis.


Private sector partnerships have expanded impact; USA for IOM's flagship Entrepreneurship in Movement programme has offered support to scores of Venezuelan migrants and host community members in Peru and Ecuador to grow their skills and businesses, contributing to their host communities. An entrepreneurial innovation challenge supported by a private sector partner provided hundreds of migrants and members of host communities in Ecuador, Peru, and the Dominican Republic with technical business training from experts in the field as well as seed funding for participants to grow and sustain their ventures.

Programming highlights included Ukrainian Diaspora Engagement, with the aim to support Ukraine's resilience and economic recovery. Further private sector support enabled urgent flood response in Kenya, distributing non-food items and water filters to affected communities, and a multimillion software donation that allows hundreds of IOM staff worldwide to enhance shelter design capability.

Through a variety of high-level events and through collaboration with United Nations networks in the United States, USA for IOM contributed to conversations on the benefits of well-managed migration for all. Support and sponsorship of film-related events, including film festivals PLURAL+ and the Global Migration Film Festival, raised awareness around themes of migration, diversity, and social inclusion.

Following a transition in USA for IOM leadership in 2024, the organization is positioned to expand its impact in the year to come. USA for IOM is deeply appreciative of the foundations, business associations, private sector partners, and IOM staff worldwide who enable our work to impact the lives of migrants around the world.

Goodwill Ambassador programme and celebrity engagement

A woman with dark hair, wearing a black sleeveless top and a gold necklace, is speaking at a podium. She has an IOM pin on her top. The background is a green wall with orange accents.

"My hope is that our humanity and our ingenuity will prevail as we enter an era of ever increasing human migration."

America Ferrera

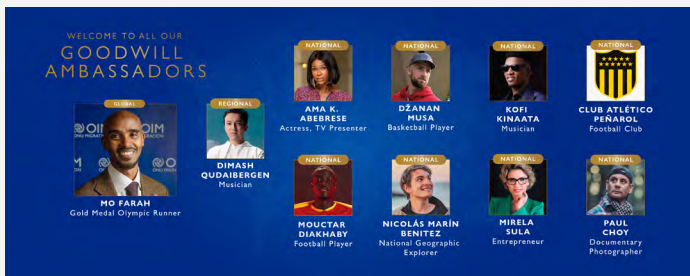
Actress, director, producer
IOM Global Goodwill Ambassador

Goodwill Ambassador programme and celebrity engagement

Since the launch of our Goodwill Ambassador programme, IOM has proudly welcomed 11 Goodwill Ambassadors. They have passionately championed migration issues, amplifying migrant voices on national, regional, and global stages with meaningful impact.



KEY MOMENTS AND HIGHLIGHTS



Announcement of Regional and National Goodwill Ambassadors: Building on Sir Mo Farah's appointment as Global Goodwill Ambassador, IOM announced the appointment of nine Regional and National Goodwill Ambassadors in February: entertainers, athletes, and artists committed to creating lasting change.



International Women's Day: Goodwill Ambassadors united with IOM to raise awareness and advocate for women's rights, strengthening our global commitment to gender equality.



Olympian Mo Farah's Kenya Field Visit: Global Goodwill Ambassador and Olympic legend Mo Farah visited Kenya, engaging with migrants, refugees, and host communities while championing sports as a tool for inclusion and economic development.

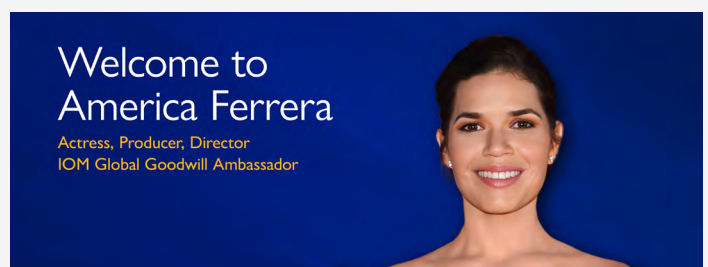


Football Start Mouctar Diakhaby in Guinea: National Goodwill Ambassador Mouctar Diakhaby engaged with migrants, returnees, and local authorities in Guinea, fostering dialogue on regional migration challenges.



World Environment Day: National Goodwill Ambassador and National Geographic Explorer Nicolás Marín advocated for biodiversity and climate action, urging global efforts to protect and preserve our planet.

International Dialogue on Migration (IDM): Renowned actress and producer America Ferrera was announced as Global Goodwill Ambassador during the IDM in New York in May. She joined National Goodwill Ambassador Kofi Kinaata, who contributed through a discussion and musical performance promoting safe migration pathways.





On the Move Campaign: Global Goodwill Ambassador Mo Farah lent his voice to IOM's On the Move digital campaign, emphasizing sports' role in fostering community and social cohesion.



World Day Against Trafficking in Persons: Goodwill Ambassadors raised awareness and advocated for the protection of migrants from trafficking and exploitation.



Ghana singer Kofi Kinaata's Migration Music: National Goodwill Ambassador Kofi Kinaata shared insights into his music, emphasizing the importance of safe and regular migration pathways.



Hollywood actress America Ferrera at UNGA: Global Goodwill Ambassador America Ferrera attended UNGA 79, representing IOM, advocating for migrant rights, and fostering inclusive dialogues on migration narratives.



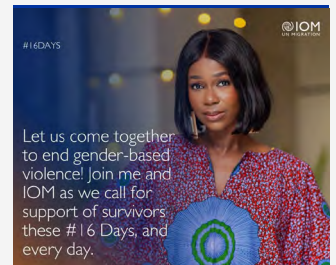
International musician Dimash Qudaibergen in Kazakhstan: Regional Goodwill Ambassador Dimash Qudaibergen invited IOM beneficiaries to his concert in Kazakhstan, sharing a compelling message about his role with IOM.



National Geographic Explorer Nicolás Marín at COP29: National Goodwill Ambassador and National Geographic Explorer Nicolás Marín joined IOM at COP29, championing climate action and showcasing his personal dedication to environmental preservation.



Entrepreneur Mirela Sula at the 115th Council: National Goodwill Ambassador Mirela Sula delivered a joint statement at the 115th Council, sharing her experience as a woman migrant during the soft launch of the IOM's Global Appeal 2025.



#16Days of Activism Against Gender-Based Violence: National Goodwill Ambassadors Ama K. Abebrese and Kofi Kinaata joined IOM for the #16Days of Activism Against Gender-Based Violence, standing in solidarity with survivors and taking action to end gender-based violence.



International Migrants Day: Goodwill Ambassadors joined IOM to celebrate International Migrants Day. America Ferrera highlighted cinema's role in fostering positive narratives during the Sarajevo Festival panel, while Mirela Sula shared her inspiring migrant story in Vienna for the European and Central Asia region. National Goodwill Ambassadors Nicolás Marín, Ama K. Abebrese, Paul Choy, and Kofi Kinaata also delivered impactful messages, emphasizing the global importance of the day.



Click to visit Goodwill Ambassador webpage

Discover the impactful work of IOM's Goodwill Ambassadors. Explore their stories and join us in supporting a more inclusive and sustainable future.

Digital Fundraising

Starting small, aiming BIG

In July 2024, IOM launched its new digital fundraising programme aimed at galvanizing public support for migrant and displaced people in need. In just six months, IOM has achieved remarkable results, doubling its contributions from last year.

A heartfelt thank you to everyone who joined us this year in supporting vulnerable communities. Your generosity has made a real difference in the lives of people on the move. From delivering lifesaving assistance to those fleeing conflict or disasters, to supporting families on the frontlines of climate crises, to putting a stop to human trafficking: our work and reach have made an impact thanks to your support.

RESPONDING TO EMERGENCIES



Sudan

Today, Sudan is the world's largest displacement crisis and the needs on the ground remain overwhelming. Amid raging conflict and the official declaration of famine in Darfur this year, IOM has provided humanitarian assistance to 1.8 million displaced people. This includes safe shelter and essential items, access to clean water and sanitation, and cash assistance to help families afford food for their children.

Lebanon

As hostilities escalated in Lebanon, IOM was among the first responders, delivering vital aid to those affected. From distributing basic items and hygiene kits to people who fled with almost nothing, to ensuring water and sanitation in collective shelters, to providing medical care to migrants and displaced people, IOM reached more than 65,000 individuals with lifesaving support. None of this would have been possible without the solidarity and generosity of our supporters.

As crises and disasters continue to force people from their homes in search of safety, our hard work continues, thanks to you, to ensure the safety and dignity of affected communities.

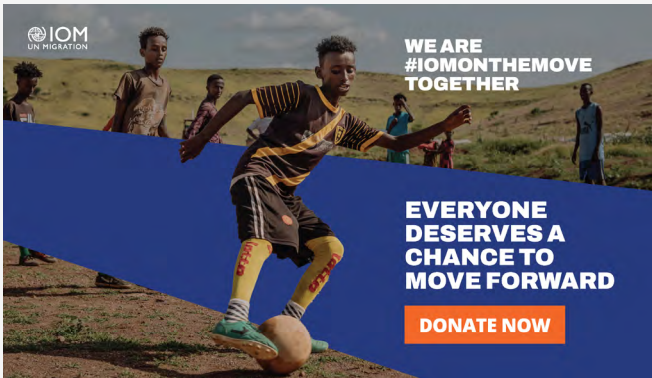


[Click to visit our Digital Fundraising webpage](#)

Explore how you can make a difference with IOM's Digital Fundraising programme. Visit our webpage to learn more about our digital campaigns and join us in supporting people in need.

Digital Fundraising

CAMPAINING TO MAKE A DIFFERENCE



On the Move

This year, we had the privilege to welcome IOM Global Goodwill Ambassador Mo Farah to spearhead our 'On the Move' campaign. While the Paris 2024 Olympics and UEFA European Football Championship captured public attention, we used this momentum to highlight the transformative power of sports for the wellbeing and inclusion of migrant and displaced people.

Winter



In November 2024, IOM launched its first digital fundraising campaign to support winter relief, coinciding with Giving Tuesday, the first Tuesday of December, which is a well-known day to donate to charity. Every year, IOM provides vital winter supplies to families who would struggle to survive the freezing temperatures without help. This year, we appealed to the public emphasizing that one night in the cold is one too many for those most vulnerable to winter. From Ukraine to Lebanon all the way to Afghanistan, IOM aims to distribute winter relief items to approximately half a million vulnerable people throughout the 2024-2025 winter season.

Winterization support includes:

- Shelter repairs and small construction works
- Winterization kits (plastic sheets and rope, electric heaters, mattresses, pillows, blankets, solar lamps, and carpet)
- Fuel for heating

You can still make a difference. Click [here](#) to support.



Thank You for Your Support

On behalf of the Private Sector Partnerships Division, I would like to thank you for supporting IOM's mission and operations around the world. Partnerships remain key to unlocking the full potential of migration. It is only through collaboration that we can deliver long-term, comprehensive solutions for those in need.

This year, the private sector has once again proved to be a driving force for global development. Your support has catalyzed IOM's efforts in so many ways. Together, we responded swiftly and effectively to emergencies, delivering life-saving assistance to those in urgent need. We worked to develop innovative, whole-of-society solutions to displacement, anticipating and mitigating risks while enhancing preparedness. Additionally, we supported regular migration pathways, strengthening migration systems to promote safe, orderly, and regular migration for all.

Our Goodwill Ambassadors and celebrity supporters have amplified these efforts, bringing our message to wider audiences. We proudly welcomed 10 inspiring Ambassadors this year, bringing our total number to 11; their voices have reached millions, as they champion the rights and resilience of migrants around the world.

Our achievements together are a testament to your unwavering support. As we reflect on this year's successes, we are reminded that it is your dedication, innovation, and commitment that make our work possible.

Thank you for helping us support migrants and build a better, more inclusive world.

With sincere gratitude,

Stephanie Dei
Head of Private Sector Partnerships
IOM – UN Migration





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Private Sector Partnerships



Goodwill Ambassador programme and celebrity engagement



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