



# FUNDING APPEAL

Investing In Children  
Needed More Than Ever

2024



OFFICE OF THE SPECIAL REPRESENTATIVE OF  
THE SECRETARY-GENERAL ON

**VIOLENCE  
AGAINST  
CHILDREN**

**THE CLOCK IS TICKING!**



**6 YEARS TO  
KEEP THE  
PROMISE  
WE MADE TO  
CHILDREN**

# ENDING VIOLENCE AGAINST CHILDREN CANNOT WAIT. ACT NOW!

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In 2019, when I assumed this role, the world wasn't on track to leave violence against children behind. While there have been many advances achieved in protecting children from violence since that time, children's vulnerability and exposure to violence continue to increase alarmingly worldwide, due to multidimensional and overlapping crises.

In 2024, violence continues to be a reality for millions of children worldwide. Violence occurs in various settings: in homes; in care institutions; in cultural, religious, and sporting organizations; in schools; in conflict and humanitarian settings; during forced displacement and migratory journeys; on the streets; and online. Many children are facing a continuum of violence. The vulnerability of children is increasing due to various drivers that are often interlinked: poverty, social inequalities, gender discrimination, conflict, climate change, forced displacement, food insecurity, increasing connectivity, and remaining harmful social norms.

The impact of violence against children is devastating and long-lasting. Violence against children is an inter-generational challenge. Exposure to any form of violence can cause immediate and long-term physiological and psychological damage, which could cost up to \$393 billion annually. In addition to the enormous human costs, violence against children has a huge economic cost: national studies from a range of countries estimate that violence against children has economic costs of up to 5% of national GDP.

The year 2024 marks the 15th anniversary of the establishment of my mandate, a moment to reflect and to reaffirm the world's commitment to end violence. Furthermore, since 1 January I have been entrusted to revamp the Pathfinding Initiative on Ending Violence Against, through revitalizing engagement with the 38 existing Pathfinders countries, and expanding to additional States. Violence against children can – and must – be prevented. Let's act now. Ending violence and investing in child protection and violence prevention have high returns for societies as a whole and make economic sense.

**WE NEED TO ACT NOW. WE COUNT ON YOU TO HELP KEEP THE PROMISE TO END VIOLENCE AGAINST CHILDREN BY 2030!**



**Dr. Najat Maalla M'jid**

United Nations Special Representative of the  
Secretary-General on Violence Against Children

# WHAT IS THE TRUST FUND IN SUPPORT OF THE SPECIAL REPRESENTATIVE?

The Trust Fund in support of the Special Representative of the Secretary-General on Violence Against Children is used to complement regular budget resources and to support high priority initiatives designed to enhance advocacy and policy action; to consolidate knowledge in the prevention and elimination of violence against children, and to accelerate progress in children's effective protection against all forms of violence in all settings.

The mandate of the Special Representative was established pursuant to General Assembly resolution 62/141, with a view to accelerating progress in the implementation of the recommendations of the United Nations Study on Violence against Children (A/61/299). **The Special Representative is**

**an independent, high profile, global advocate for the prevention and elimination of all forms of violence against children. The Special Representative acts as a bridge-builder and catalyst to mobilize action by Member States and other national, regional and international partners to address this global phenomenon across sectors and settings where violence against children may occur.**



**Children's vulnerability to violence continues to be exacerbated worldwide by multiple and overlapping crises, including increasing poverty, social and economic inequalities, forced displacement, conflict, climate change, environmental degradation, natural disasters, food insecurity, widespread violence, and political instability.**

Through her mandate, the Special Representative promotes and supports the development of legislation and public policies, the undertaking of research and the promotion of capacity building initiatives, the strategic allocation of resources, awareness raising and social mobilization initiatives to prevent and eliminate violence against children as well as, to document and generate concern at the impact of violence on children's development and wellbeing. Building context-specific and sustainable partnerships is more important than ever to translate commitments into real-world protections. The renewed Pathfinder Initiative on Ending Violence Against Children is an important step in this direction. The Trust Fund allows the Special Representative to maximize impact and outreach, and better respond to Member States' growing demands for support and evidence based advice as well as to enhance its capacities as Secretariat of the renewed Pathfinder Initiative.

# WHY CONTRIBUTE TO THE TRUST FUND?

"By supporting ideas and solutions we can shine a light and scale up interventions that are effective in preventing violence against children"

UN Deputy Secretary-General, Amina J. Mohammed



The Special Representative's overall goal through the Trust Fund is **to actively promote and facilitate innovative and bold steps to accelerate investment in children's wellbeing, protection and empowerment, leaving no one behind.**

The Special Representative does so through:

- active engagement with Member States, the whole UN system, regional organizations, civil society and faith-based organizations, the private sector, academia, financial institutions, and children themselves;
- documenting and sharing evidence-based actions;
- developing tools and guidance;
- supporting peer exchanges and connecting stakeholders across regions;
- amplifying the voices of children and supporting child and youth-led initiatives.

This funding appeal for 2024 seeks to ensure that the actions described above will be translated into sustained investment in cross-sectoral child and gender sensitive protection services that are accessible to all children and their caregivers. This funding will also be essential to respond to the newly entrusted responsibility to revitalize and reinvigorate the Pathfinder Initiative on Ending Violence Against Children, building the essential infrastructure and to yield the expected results through this first year.

# APPEAL MESSAGE

This funding appeal aims to further institutionalize the support provided through the mandate of the Special Representative. In addition to the regular budget for 2024, an estimated amount of a further USD 1.8 Million is needed. The financial resources are required to strengthen support being provided to Member States and UN partners in their engagement to put an end to violence against



children, including through the Pathfinding initiative and the achievement of the commitments under the 2030 Agenda for Sustainable Development and the Sustainable Development Goals.

One key pillar for the work of the mandate is to support enhanced meaningful participation of children in all public processes affecting them. This multi-year programme further expands this commitment. We hope to count on the support of Member States committed to ending violence against children, as well as, traditional and other partners such as foundations for greater engagement.

<b>Title of account:</b>	United Nations General Trust Fund
<b>Bank name:</b>	JP Morgan Chase, International Agencies Bank Group
<b>Branch:</b>	4 New York Plaza, 15th Floor, New York, NY 10004, USA
<b>Account number:</b>	485001969
<b>ABA:</b>	021000021
<b>SWIFT:</b>	CHASUS33
<b>Reference:</b>	Office of the Special Representative of the Secretary-General on Violence Against Children

# OUR PILLARS



## Our Vision

### All children live free from all forms of violence

Across regions, violence against children remains a hidden and pervasive epidemic, which undermines the achievement of the SDGs and the full implementation of the 2030 Agenda. We need to act together, simultaneously and on several fronts to end violence against children by 2030 leaving no child behind.

## Our DNA

### Guiding principles and approaches

1. Child rights
2. Life cycle approach
3. Inclusive
4. Gender sensitive
5. Participation
6. Accountability

## Our Promise

### Leaving no child behind

1. Accelerating implementation of SDG target 16.2 and all the other related SDGs
2. Ensuring that all forms of violence are included in the implementation of the 2030 Agenda for Sustainable Development
3. Amplifying the voices of children

## Our Focus

### Children as drivers of change

The most important partners in ending violence are children themselves. The active and meaningful involvement of children in identifying the challenges to sustainable development and how to overcome them, both realizes their rights to participation and provides an effective way to accelerate progress.

# HIGHLIGHTS OF 2023

## Wide mobilization on many fronts

The Special Representative met with **2200 children** in person or online including through **8 dialogues** across all regions.

Conducted **9 country visits and follow-up engagements:** Andorra, Fiji, Kenya, Latvia, Lithuania, Luxembourg, Senegal, Solomon Islands, Thailand and follow-up visits and dialogues in Iceland, Morocco, Lebanon, Chad and Côte d'Ivoire.

Engaged with all types of stakeholders through **289 in person and online meetings**.

Participated in **74 high-level conferences and other advocacy opportunities** to ensure that ending violence against children is fully integrated in local, national, regional and global policies and plans related to all forms of violence and its drivers.

Launched a communication campaign on **Protecting the Rights of Children on the Move** in Time of Crisis mobilizing 6 Head of UN Agencies and Spanish actress Penelope Cruz.



Held the first meeting of the **Protection Through Online Participation Initiative in Madrid** on children's online access to protection with more than 28 organizations and ICT sector partners.



Conducted **1 poll on children's perception of online risks** together with WeProtect Global Alliance yielding 700 responses.



Made a pledge during the **75th Anniversary of the Human Rights Declaration** stressing the importance of acting better and faster for children's protection and well-being. At the **Global Refugee Forum** a pledge was also made on enhancing protection and participation of displaced children.

Reached out to **all 38 Member States** - and one regional organization - that presented their VNRs in 2023 mobilizing for increase attention to violence against children and children's participation in the process.



Published child-friendly versions of HRC & GA reports with children on digital environment and on travel and tourism. High-level advocacy event organized with the support of HM Queen Silvia of Sweden and DSG Amina Mohammed.



# STRATEGIC RESULTS 2024

## The protection of children from violence calls for urgent action

Violence is a harsh reality for millions of children around the world; **it remains largely invisible and socially accepted, and it has serious, lifelong emotional and health impacts on children's lives**; it undermines child development and learning abilities, inhibits positive relationships, provokes trauma and depression and leads to risk-taking and aggressive behaviour.



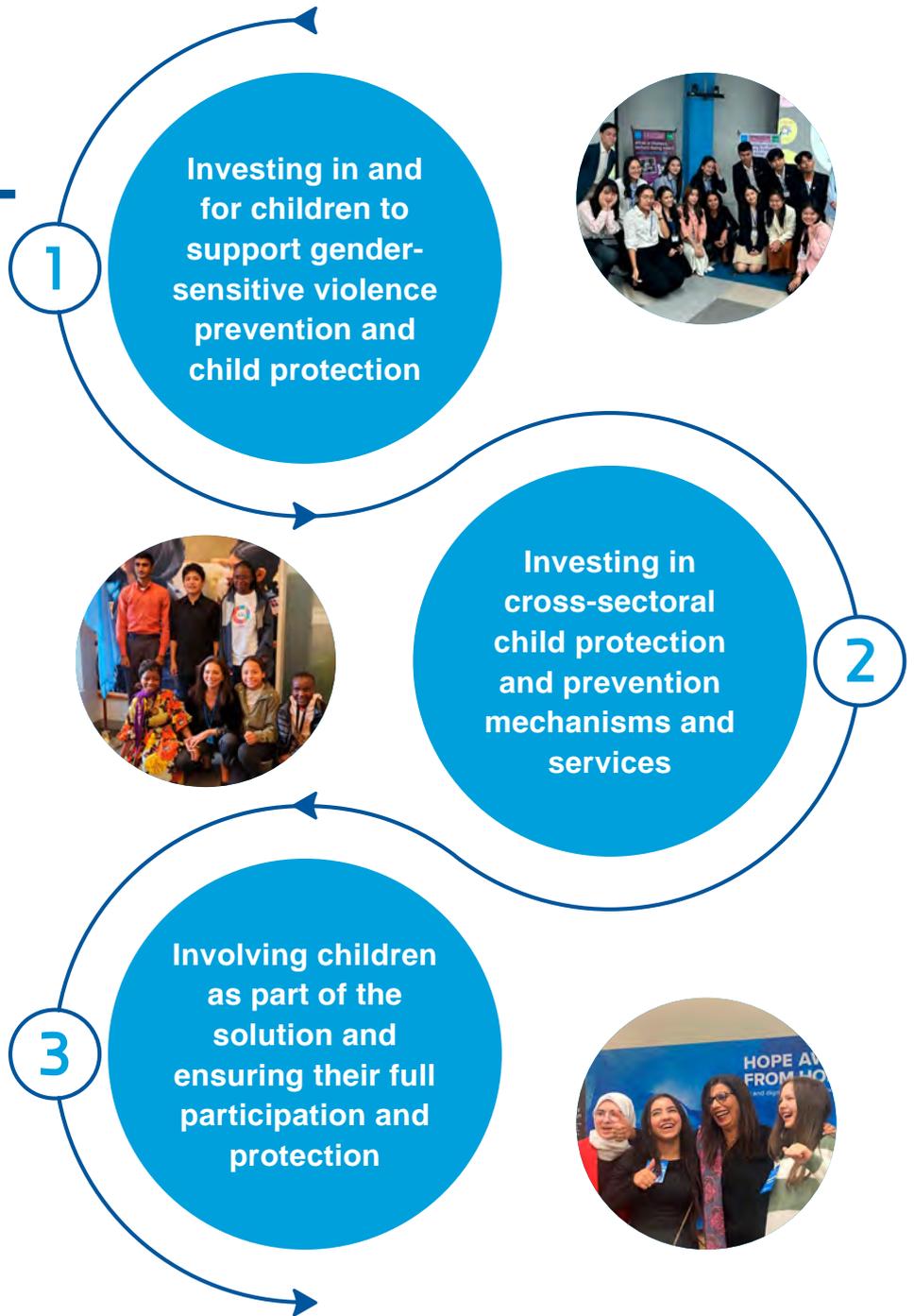
**The potential dividend that would accrue from investment in integrated, cross-sectoral child protection and violence prevention domestically and in the context of overseas development assistance is therefore very high.** Governments which direct resources towards ending violence against children are also upholding children's rights to survival, development and protection. Such investments are essential in adhering to their pledge to create a world 'free from fear and violence' made in the 2030 Agenda for Sustainable Development, and critical to the attainment of all the Sustainable Development Goals. The case for investment calls indeed for strong political will, supported by sufficient financial resources, well-staffed services, evidence-based action, strong information and monitoring systems and robust accountability mechanisms. **We are guided by the urgency and the need to accelerate progress in key strategic areas such as climate change; violence in the digital space; deprivation of liberty; children on the move; children and inequalities; gender based violence and mental health.** In doing so we rely on and support national efforts following-up the work of the international human rights mechanisms such as the Universal Periodic Review and the international human rights treaty body system and other international global and regional processes. We work closely with all partners and key stakeholders to share promising practices and connect them across regions. The renewed and reinvigorated Pathfinding Initiative on Ending Violence Against Children represents a unique opportunity to continue advancing together with Member States and partners towards a world free from violence for children.

For this reason, the mandate's strategic priorities focus on advocating and supporting States and all stakeholder actions aiming to build more just, inclusive, non-discriminatory societies where no children are subject or at risk of violence.



# ENDING ALL FORMS OF VIOLENCE AGAINST ALL CHILDREN BY 2030

Supporting acceleration of the achievement of the 2030 Agenda for Sustainable Development and all the Sustainable Development Goals



"Innovative and bold steps to enhance children's wellbeing, protection and empowerment leaving no one behind are a sound investment that will have a high return for children"

Mr Asmundur Einar Dadason,  
Iceland Minister of Education and Children



# MEANINGFUL CHILD PARTICIPATION



The meaningful and ethical participation of children remains an on-going and cross-cutting priority for the SRSG. **In line with the CRC, and children's right to participate, the mandate advocates for children to be considered by governments and relevant stakeholders and decision makers, as key players in decision making processes related to violence and protection.**

With the goal of **promoting a culture of meaningful participation where children are key stakeholders in all matters concerning their safety and well-being, the mandate work towards a safe child participation platform**; provides technical support to member states and the United Nations partners around children's meaningful participation; encourages member states to include children as part of their VNR related processes, and support and amplify such processes; collect and amplify child led actions addressing violence and other issues; create child friendly assets to empower children with information around VAC.

**"You have to feel, speak, think and head like a child to take the rights decisions for children. In order to protect our rights, our voices have to be heard and taken seriously. Make our voices your choice."**

**Girl from Pakistan**

**The mandate is accountable to children and issues regularly child friendly versions of the SRSG's reports both to the GA and the HRC and beyond and engages directly with children so they can also help inform the mandate in all processes.**

# PROTECTION THROUGH ONLINE PARTICIPATION



Children and young people are increasingly turning to the online world when at risk of any form of violence, online or offline. They access helplines, hotlines, counseling services, and violence reporting systems. Children also use digital platforms to create solutions for the protection needs of their peers, coming up with innovative solutions to address mental health and wellbeing, or to prevent, address and report violence. However, there is little information about how these systems operate: **POP aims at better understanding how children and youth are using digital technologies to be safe, and how the Internet is an entry point to protection.**

**POP, Protection Through Online Participation\*, under the leadership of the Special Representative and ITU, has the vision of a world where children and young people can safely access support and referral systems through online means, having increased possibilities to receiving support, either from their peers or official services.**

## Why POP?

When children risk being victims of online or in-person harms - like domestic violence and abuse, sexual violence, bullying, physical violence, discrimination – it's common that they use the Internet to look for help. The same happens when they're going through mental distress, when they're scared, or feeling lonely: Even though they pose online risks, digital platforms are also being used by children and young people today as an entry point to safety and protection.

## What's being done?

PoP is collecting evidence on how children and youth are accessing safety through online means, from the perspectives of the different stakeholders involved in the protection chain of support: helplines & services, children and youth, service providers, tech companies, and the protection community. With the collected information, **PoP will publish suggested recommendations targeting different stakeholders, for improving or implementing online services and platforms that look to bridge children and youth with safety and protection.** PoP has convened a global network of experts working together. It has already **collected evidence from 100 countries regarding online services looking to protect children**, and is working closely with the technology platforms used by children to agree on lessons learned and ways forward.

**\*POP Partners:** All Tech is Human, Boston Children's Digital Wellness Lab, Child Helpline International, Child Online Africa, Discord, ECPAT International, EDAW AECOM, EMARATSEC, Emirates Digital Association for Women, Global Kids Online, Lego, Meta, Microsoft, MToto News, NYU Abu Dhabi, Parent Zone, Roblox, Save the Children, SWGfL, Tech Matters, Through Line, UN Office of the Secretariat-General's Envoy on Youth, UK Safer Internet Centre, UNICEF, Walt Disney, Women in AI UAE, WeProtect Global Alliance, Young & Resilient Research Centre, and Western Sydney University

# KEY INDICATORS

## Output 1

### Accelerated implementation of Agenda 2030

In 2024 and beyond we plan to continue working closely with States, regional organizations, the United Nations System, civil society, faith-based organizations, national and regional human rights institutions, parliamentarians, the private sector, academia, and children at the international, regional and national levels to: ensure child protection and wellbeing is a priority in the political agenda at global, regional and national level, as well as in the Voluntary National Review process; and strengthen and expand integrated child- and gender-sensitive protection services that are accessible to all children and their caregivers, leaving no one behind

#### Selected key indicators

- # of countries that committed to prevent and end violence against children at highest levels
- # of countries that have prioritized child and gender-sensitive protection and violence prevention in national plans
- # of Intergovernmental regional organizations that have prioritized child protection and violence prevention in their regional plans
- # of cultural, sport, tourism sectors organizations that have put in place child safeguarding policies, procedures
- # of countries that have addressed child and gender sensitive protection and violence prevention in their Voluntary National Reviews (VNRs and VLRs)
- # of countries have adopted child protection and alternative to institutionalization
- # of Governments that have implemented child and gender sensitive justice

Financial  
requirements  
for 2024 (USD)

**1.2 million**

## Output 2

### Children involved in decision making processes and empowered as agents of change

In 2024 and beyond we plan to continue and strengthen: involving children, amplifying their voices, channeling their concerns and views and promoting their active and meaningful participation in international, regional and national process as actors of change. We will consolidate the working methods of consulting children before and after the preparation of substantive reports to United Nations intergovernmental bodies including the General Assembly and the Human Rights Council as well as the issuance of child-friendly versions of all the products prepared by our office. The interactive map of child-led initiatives launched in 2022 will continue expanding and being updated as well as shared.

#### Selected key indicators

- # of countries that have involved children in the VNR/VLR process
- # of central and local governments that have involved children in decision making process
- # of UN events/ meetings where children are involved.
- #Initiatives undertaken by children worldwide and digital map of this initiatives
- # of countries to take forward an in-depth analysis of issues related to protection that children are addressing online.
- # of countries supported on matters related to child participation.
- # of briefings to children and child-friendly assets developed with children

**Financial requirements for 2024 (USD)**

**1.3 million**

## Output 3

### Sustained investment in cross sectoral services for children and their caregivers

In 2024 and beyond we plan to continue and strengthen: working with States supporting their efforts to invest in child and gender sensitive violence prevention and protection through a life cycle approach and mobilizing partnerships and cooperation at national, regional and global levels. This includes furthering our assistance to States in assessing the cost of violence against children and the high return on investing in cross-sectoral child- and gender-sensitive prevention and protection services.

#### Selected key indicators

- # of countries have undertaken cost/benefit analysis of financing cross sectoral child protection and violence prevention services.
- # of countries that have prioritized child and gender-sensitive protection and violence prevention in their budgets.
- # of central and local levels governments that have adopted specific policies and practice for enhanced cross sectoral coordinated services.

**Financial requirements for 2024 (USD)**

**1.1 million**

## Output 4

### Greater attention given to the issue of violence against children and gender based violence

In 2024 and beyond we plan to continue and strengthen: supporting States, the international community and all partners through in-focus analysis and studies on key topics as drivers and multipliers of violence including recommendations and guidance to address the challenges they pose. The impact of climate change on child protection and wellbeing, the issue of child protection in the digital space, violence against children in tourism and travel as well as the situation of children on the move are key topics. We continue mobilizing, sharing promising practices and providing support to States to ensure the follow-up and implementation of the recommendations of the global study on children deprived of liberty, in close cooperation with the UN Task Force, the NGO panel and academia.

#### Selected key indicators

- # of key stakeholders including children engaged
- # of stakeholders sensitized on the impact of climate change; mental health, violence in the digital space and the children on the move
- # of tools developed to share data information and knowledge for evidence based mobilization, advocacy and sharing of promising practices
- # of countries have adopted alternatives to deprivation of liberty

**Financial requirements for 2024 (USD)**

**1.2 million**

## Output 5

### Pathfinding 2.0 Initiative on Ending Violence Against Children

In October 2023, the Board of the Global Partnership to End Violence against Children decided to sunset the Partnership in its existing form and to transition its work-streams to new arrangements. Taking into account the strong demand from partners that the work-stream on Pathfinder countries be sustained & strengthened with States taking enhanced ownership, the SRSG was requested to lead this work-stream, given the SRSG's existing mandate to support and engage with Member States and other key stakeholders, as well as her high-level political engagement.

By 1 January 2024, 38 countries had made the Pathfinder commitment, spreading the initiative's reach to every continent. Requests to join the Pathfinding initiative are also rapidly expanding.

In close collaboration with the UN system and civil society partners, the Special Representative has begun a process of consultation on how to move forward with the Pathfinding initiative, ensuring that the process is led and owned by Member States. Preparations are underway to take stock of progress made and remaining challenges to better define in a participatory way a road-map for accelerating and monitoring action to end violence against children, in line with the 2030 Agenda for Sustainable

Development. These consultations will also define an accountability framework for the Pathfinder initiative.

Through this output which will link and build on outputs 1 to 3 as cross cutting priority, the Office seeks to provide dedicated Secretariat support to the Pathfinder Initiative 2.0. This Secretariat within the Office of the Special Representative has two main functions. The first is to ensure strengthened ownership and cooperation with Pathfinder countries supporting and mobilizing context specific support. The second is to facilitate day-to-day operation which includes: monitoring progress (using and updating the dashboard), enabling regular communication amongst Pathfinder countries and their partners.

### Selected key indicators

- A renewed Pathfinder Initiative and accountability framework finalized, validated by members and launched at the first Global Conference on EVAC, Bogota, 7-8 November 2024;
- The Secretariat and governance structure established;
- # of context specific roadmaps from Pathfinder countries developed;
- # of countries that have adopted specific actions according to their renewed commitments;
- # of new countries joining the renewed Pathfinder Initiative.

**Financial requirements for 2024 (USD)**

**0.6 million**

**Total requirements for 1 year**

**5.4 million**

## SUMMARY OF RESOURCE REQUIREMENTS

The funding appeal covers 2024. The total funding required to achieve the intended results is USD 5.4 million, with USD 1.8 Million remaining to be mobilized to cover the needs for extra-budgetary requirements. The Programme Support Costs for the Trust Fund are established at 7% with a 15% of funding required as annual reserves for the Trust Fund. Financial requirements are based on estimates as of July 2024. The Trust Fund financial reporting is done systematically through the annual report of the mandate and in line with the agreement with the donor.

# REGULAR BUDGET AND EXTRA BUDGETARY REQUIREMENTS

ESTIMATED FUNDING REQUIREMENTS	USD 5.4 MILLION
REGULAR BUDGET*	USD 3.0 MILLION
EXTRA-BUDGETARY CONTRIBUTIONS**	USD 0.6 MILLION
<b>FUNDING GAP</b>	<b>USD 1.8 MILLION***</b>

## CONTRIBUTIONS FOR 2023

### RECEIVED

**Iceland:** \$207.5 Thousand  
**Spain:** \$51.9 Thousand  
**Monaco:** \$10.5 Thousand  
**Eva Ahlström Foundation:** \$10.0 Thousand  
**France:** 12 months Junior Professional Officer

## CONTRIBUTIONS FOR 2024

### RECEIVED

**Iceland:** \$495.5 Thousand  
**Luxembourg:** \$33.0 Thousand  
**Monaco:** \$11.0 Thousand  
**Portugal:** \$11.0 Thousand  
**Pool Funds:** \$61.5 Thousand  
**France:** 12 months Junior Professional Officer

### PLEDGED

**Poland:** \$108 Thousand  
**Spain:** \$43.4 Thousand

\* Regular budget allotted for 2024.

\*\* Contributions received are as of July 10<sup>th</sup>, 2024.

\*\*\* The current funding gap does not account for the pledged contributions.

# THANK YOU!

Funding Appeal 2024

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