



UHC Day 2021 Campaign Financial Support

Ver. 1 (as of 6 October 2021)

If you are seeking opportunities to support the International Universal Health Coverage Day (UHC Day), this document provides options to support our campaigns financially.

Background

Each year on 12 December, the world celebrates support to the International Universal Health Coverage Day (UHC Day), an official UN-designated day, to raise awareness of the need for strong, equitable and resilient health systems and universal health coverage (UHC). UHC is based on the principle that everyone, everywhere, should have access to quality essential health services without suffering financial hardship. It is a goal that cuts across all health targets and is such a beacon of hope for a healthier and more equitable world.

UHC Day Campaign 2021

The COVID-19 pandemic has exposed long-ignored risks, including inadequate health systems, gaps in social protection and structural inequalities. If we are to prevent future pandemics and achieve health and well-being for all by 2030, we must prioritize equity - investing more in health and allocating resources efficiently and equitably according to need. To that end, this year's theme will be: **Leave No One's Health Behind: Invest in health systems for all.**



Campaign Support 2021

Since its inception, community- and partner-led activities, campaigns, and events have been the backbone of UHC Day. In 2021, the UHC Day campaign will promote more localized and virtual campaigns. For example, we will produce more editable digital campaign materials that local campaigners can customize to include their local languages and adapt to their local contexts. We will share design files of various 'UMBRELLA Products' for local productions. We will also introduce some useful online tools to help campaigners plan and organize virtual campaigns for free or at a low cost. The 2021 campaign toolkit will be available on the campaign microsite in mid-October.

Financial Support to Campaign 2021

The UHC Day campaign would not be possible without the generous support and funding from our partners. Currently, the European Commission, the Government of France and Japan, as members of UHC2030, are the main donors of the UHC Day campaign.



The UHC Day Coordination Group (12.12.CG) seeks additional financial support to offer more digital campaign materials and virtual platforms to campaigners for free. Please consider the following options to fund our extra support provided to frontline campaigners this year.

- **Contact information:** campaign@uhcday.org

Support Provided to Frontline Campaigners	Budget Range
<i>Zoom Support</i>	
Meeting licenses for organizations unable to pay for Zoom Pro	Starting at \$190 month/10 licenses (or \$20/license)
Webinar licenses to host virtual events	\$79-\$99/month per license
Coordination and technical support to frontline campaigners to manage licenses and provide event guidance	\$1000-\$3000 (dependent on the number of organizations requiring support)
<i>Translation Support</i>	
Translation of full UHC Day Toolkit and graphics into one additional language	\$400-\$650
Translation of UHC Day champion/anthem video captions into one additional language	\$100-\$250
<i>Branded Good</i>	
UHC Day-branded Face Masks	\$15/mask \$3000/200 masks
UHC Day umbrella pins	\$5/pin \$1500/300 pins
UHC Day umbrella sticker	\$0.60/sticker \$300/500 stickers
Shipping costs to WHO regional offices and/or select CSEM partners	\$1000-\$2000
<i>Video Production</i>	
Support to produce one 30-second to one 2-minute video	\$7000-\$25000

NOTE: The amounts listed are per item (e.g., translation of a resource into one additional language; one Zoom webinar license).