The Funding Landscape

Who is funding social norms work?

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Guiding Questions & Methods



Snapshot of Key Results



Recommendations & Insights

Exploring the funding landscape, building on prior reviews:

Identifying key funders in the social norms space and those involved in adjacent work, to better understand:

- Who is funding social norms work
- What types of social norms interventions are being funded
- Which funders should be prioritized for engagement and how
- How well the funding landscape aligns with the evidence base

Our approach:



Snapshot of Key Results

Most social norms evidence has been resourced by North American and European governments

	Multilaterals (n=12)	Bilaterals (n=12)	Foundations (n=49)	Private Sector (n=15)	Funds/Collectives (n=12)	Total (n=100)
Funders identified						
Identified by GHV as a top funder	6	7	29	7	6	55 (55%)
Identified in Scoping Reviews 1-3	10	12	26	5	7	60 (60%)
Identified in both	**4**	**7**	**5**	**1**	**1**	**18 (18%)**
Annual Spend Amount (USD) for 2023/2024						
	$12B ($4.1M-$89B)	**$10B ($1.7B-$63.3B)**	**$586M ($0.3M-$8B)**	**$40M ($5.5M-$169M)**	**$661M ($2.6M-$4.8B)**	**$3.7B ($0.3M-$89B)**
Location						
HQ in Sub-Saharan Africa	0	0	4	5	1	10 (10%)
HQ in South Asia	0	0	5	2	0	7 (7%)
HQ based outside of LIMC	**12**	**12**	**40**	**8**	**11**	**83 (83%)**
Geographic Focus						
Francophone WA	12	12	22	6	9	61 (61%)
Anglophone WA	12	12	24	9	9	66 (66%)
East Africa	12	12	34	9	9	76 (76%)
South Asia	12	12	33	8	8	73 (73%)

Snapshot of Key Results

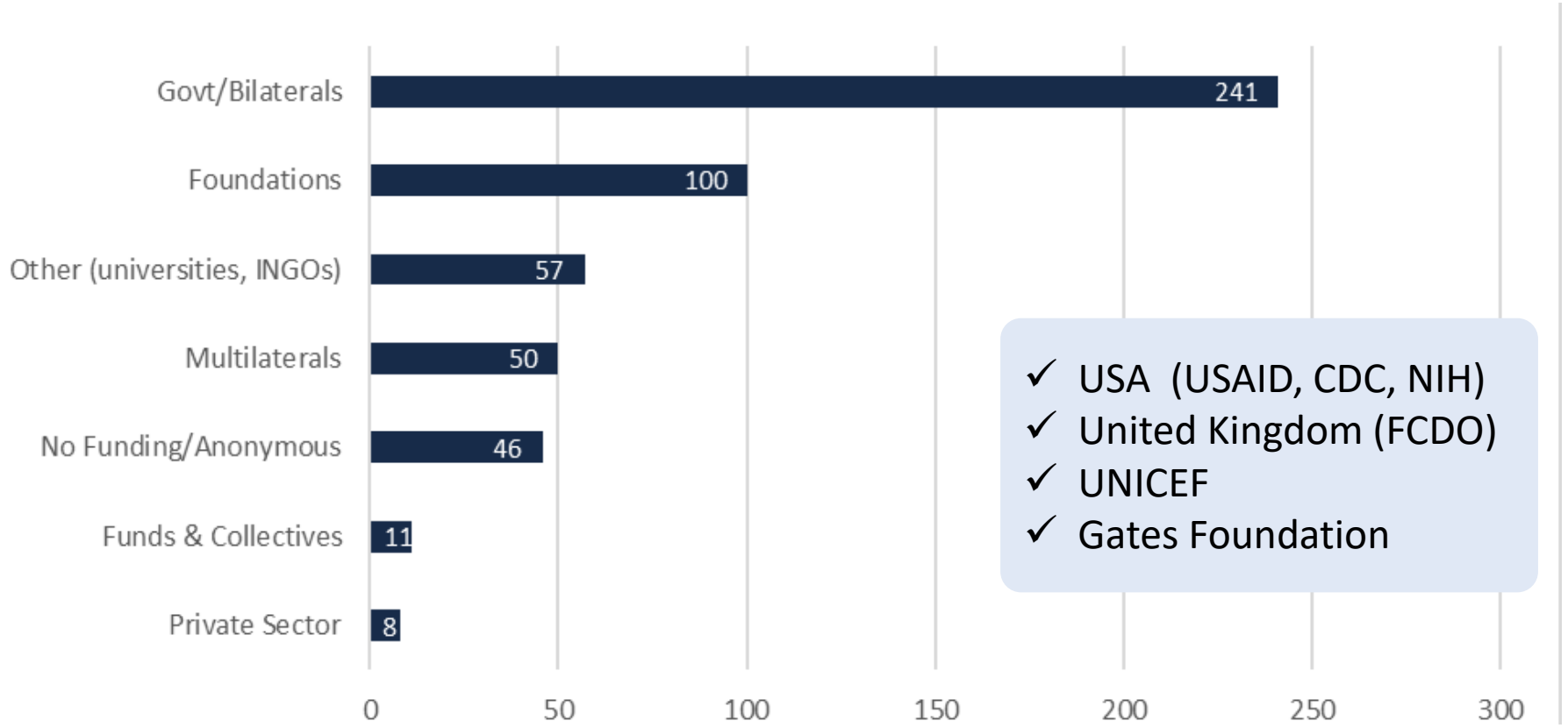
Broadly, funders have supported social norms work across domains but CEFM has had the least financing

	Multilaterals (n=12)	Bilaterals (n=12)	Foundations (n=49)	Private Sector (n=15)	Funds/ Collectives (n=12)	Total (n=100)
Project Types						
Research	0	0	5	0	1	6 (6%)
Programs	0	0	8	2	2	12 (12%)
Both	**12**	**12**	**36**	**8**	**9**	**77 (77%)**
Outcomes						
GE	12	12	48	12	11	95 (95%)
SRH	12	12	25	4	7	60 (60%)
GBV	11	12	22	0	6	51 (51%)
CEFM	**11**	**6**	**14**	**0**	**2**	**33 (33%)**
WEE	11	12	25	6	6	60 (60%)

Note: ~53% of all identified funders were categorized as those directly funding social norms projects across thematic areas/aid portfolios

Snapshot of Key Results

The Evidence Review revealed government-funding has been the main driver of social norms funding; seconded by Foundations



Note: *There were a total of 408 articles in the evidence review, and each article could have acknowledged multiple funders.*

Snapshot of Key Results

As of 2025, confirmed or anticipated funding cuts among top social norms funders

Bilaterals/Governments	Multilaterals	Foundations
Canada (Global Affairs, IDRC)	UNICEF	CIFF
Denmark (DANIDA)	UNFPA	Ford
Netherlands	World Bank Group	Hewlett
Sweden (SIDA)		Packard
Switzerland (SDC)		Wellspring
United Kingdom (DFID, FCDO)		
USG (USAID, PEPFAR, State Department)		

KEY

Red indicates confirmed or anticipated funding cuts over the next 2–5 years.

Yellow indicates funding reductions linked to declines in bilateral ODA contributions.

Green indicates confirmed or anticipated funding increases over the next 2–5 years.

Grey indicates that the funding trajectory is unclear.

Snapshot of Key Results

Funders with relatively smaller social norms investments, to consider for engagement:

Bilaterals	Foundations	Local Funders	Private Sector	Funds & Collectives
• Australia • Ireland	• OAK Foundation • Wellcome Trust • Echidna Giving • John Templeton Foundation	• Times Bridge • Nollywood investors • Rohini Nilekani Philanthropies • Reliance Foundation • Dangote • Abedutu Foundation	• Johnson & Johnson • Unilever	• Amplify Change • Co-Impact • Global Innovation Fund • Act Alliance • GAVI

For Programs: Insights for securing social norms funding

- **Dynamic sociopolitical climate brings uncertainty in funding forecasts.**
  Securing diversified funds is key for long-term sustainability.

- **Individual donor engagement is relational and long-term.**
  Securing funds takes time; success often requires pre-existing connections, persistence, and active participation in relevant funding spaces.

- **Effective storytelling is important.**
  Asks are most effective when rooted in an emotionally engaging and compelling story, told concisely with the "ask" woven in.