

**DIGITAL REMITTANCES  
TOWARDS FINANCIAL INCLUSION  
AND COST REDUCTION**

**IDFR 2023-2024  
Campaign**



**International Day  
of Family Remittances  
16 JUNE**

[www.familyremittances.org](http://www.familyremittances.org)

[CLICK TO LEARN MORE ON IDFR 2024](#)

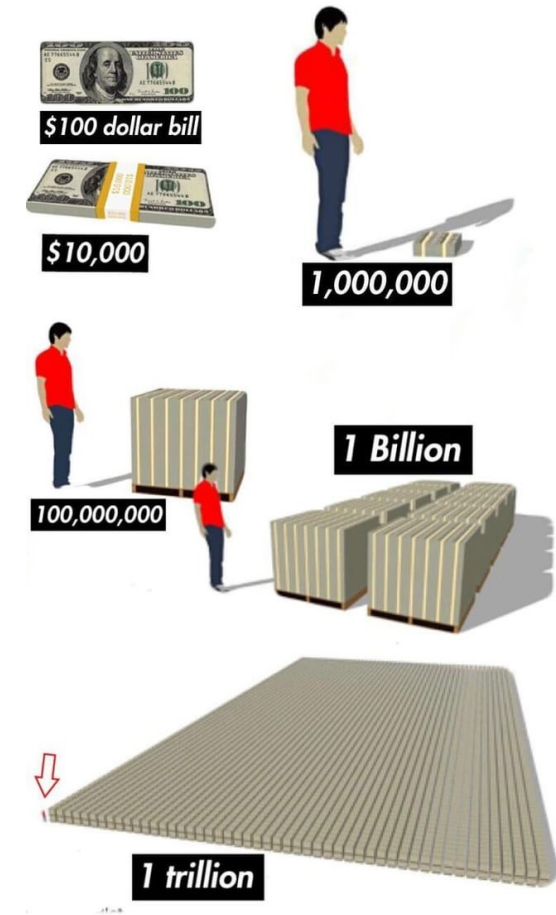
**#FamilyRemittances**

# IDFR - 16<sup>th</sup> June

The International Day of Family Remittances (IDFR), **adopted by the United Nations General Assembly in 2018**, highlights every year the significant sums of money that over 200 million migrants send home to improve the lives of over 800 million family members.

This Day draws our attention to the economic impact of this money on households, communities, and nations, and recognises the **sacrifice, separation and generosity** often involved.

By 2030, it is projected that over **US\$ 5 trillion** will be sent home by migrants to low- and middle-income countries (LMICs), with much of this money going directly to **rural areas** where 80 per cent of the world's poor live, face food shortages, and the impacts of climate change are most felt.



# On the 16<sup>th</sup> June 2024:

1. We recognize the **contributions** made by migrants all over the world to their families, friends, communities and countries through the money they send home. Helping families to reach their own SDGs.
2. We, on behalf of all the receivers of remittances, extend our gratitude and say thank you, recognizing the sacrifice, separation and generosity that are often involved in sending money home.
3. We recognize and commend all those involved the **significant achievements** that have been made in and around international and domestic remittances to facilitate affordable, safe, secure, transparent, fast and convenient remittances services.
4. We make a pledge to continue to work in partnership and collaboratively to **leave no one behind – to digitalize remittances towards financial inclusion and cost reduction.**

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# IDFR 2023

- Endorsed by over **6000** banks, mobile money operators and remittance service providers globally
- Over **20** pledges and statements from governments, international organisations, the UN and others.
- IDFR social media seen by **over 100,000** people.
- Over **10,000 views** on the IDFR website.
- Over **100** media mentions



International Day  
of Family Remittances  
16 JUNE



GET INVOLVED



## Get involved

#FamilyRemittances 

Share your practice

Concept note 2024 



Social media card



Media toolkit



Images



View all resources on  
Trello

<https://familyremittances.org/get-involved/>

# How to Support IDFR

1. Endorse the day
  - a. Statements of endorsement
  - b. Videos of endorsement
  - c. Both 😊
2. Support IDFR 2024 through activities and events
3. Social media campaign

# 1. Endorse the Day

- Guidance on the website
  - Statement Videos
  - Statement Letters

- This year we are focussing on:

*Celebrating the achievements that have been made in digitising remittances towards cost reduction and financial inclusion, whilst taking stock of what remains to be done to 'Leave No One Behind'.*

- How to share your support with IDFR
- Your endorsements will be shared on the IDFR website.

## Statement videos

Marcelo Pisani, Regional Director for South America, IOM

Nicolas Vonthron, CEO, Mama Money

António Vitorino, Director General, International Organization for Migration

Union des Ambassadeurs

Banco Atlantida

Money Service Business Association (MSBA)

## Statement Letters

Mats Granryd, GSMA

Shoab Mumtaz, MCB Bank Limited

Global Partnership for Financial Inclusion (GPFI)

United Nations Network on Migration

Kennedy Kipkemboi, GSMA

Felix Quaioco, Remcash

Brian Muriu, Tulix

Tanzania Commercial Bank

## 2. Activities and Events

- Please support IDFR by organising event & activities
- Think creatively!
  - Webinars
  - Events
  - Customer-focussed campaigns
  - Listening exercises
  - Blogs
  - Press releases
- Share your activities & events on the IDFR website.



### IDFR 2024

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Through the IDFR observance, the United Nations aims to bring greater awareness about the impact that remittances have on millions of households, communities, and countries.

The Day calls upon governments, the private sector, development agencies, regulators, and civil society to observe the Day and to share their commitment and contributions to maximizing the impact of remittances through individual and collective action.

This year, the IDFR will be observed in:

- Nairobi, Kenya: Friday, 7 June 2024
- Rome, Italy (IFAD HQ): Friday, 7 June 2024
- Banjul, The Gambia: Thursday, 11 June
- Dakar, Senegal: Tuesday, 11 June 2024
- Rabat, Morocco: Tuesday, 11 June 2024
- Accra, Ghana: Thursday, 13 June
- Kampala, Uganda: Thursday, 13 June
- Kathmandu, Nepal: Sunday, 16 June

The observance theme focusses on "Digital remittances towards financial inclusion and cost reduction", celebrating the achievements to date and committing to continue to work collaboratively and in partnership to "Leave No One Behind".



# 3.Social Media Campaign

- Download:
  - Media Kit
  - Social Media Cards
  - Images
  - Trello