Private Fundraising: Financial Report for the Year Ended 31 December 2018

Gary Stahl, PFP Director
2014-2018 Results and 2019-2021 Projections

*2019 estimates are the latest projections provided by National Committees and country offices
Private Sector Engagement Achievements

**Business**
- 105 million children reached
- 2,490 businesses and institutions worked with 57 UNICEF offices in 2018
- 8 priority SVPs: Amadeus, Arm, H&M, FCB, LEGO, LIXIL, Microsoft, Unilever

**Individual Supporters**
- UNICEF engaged 79.4 million of its goal of 100 million supporters by 2021, including 3.5 million children through Natcom CRE initiatives

**Governments**
In 2018, National Committees reported 45 child rights laws and 76 policies adopted at the national level

**Key Influencers**
- 3,911 Key influencers amplify UNICEF’s messaging
- Leading philanthropic partners raised $374.7 million for programmes for children.
2018 approved expenses: $182.4

2018 actual expenses: $164.8

Operating expenses: $77.4

Investment funds: $105.0

Operating expenses: $102.7

Operating Expenses/revenue ration: 4.9% (excluding investment funds)

Operating Expenses/revenue ration: 4.3% (excluding investment funds)
Investment Funds allocations

Gross Revenue derived from investment fund allocations
Strategic Priorities Going Forward

1. Redouble our efforts to grow private sector fundraising, particularly from individuals
2. Innovate, share and scale
3. Supporter Engagement Strategy as a means to building a more engaging and emotional experience for supporters
4. Focus on key areas for growth and emerging markets
5. Business for Results initiative to encourage the entire organization to develop the knowledge and skills to engage with the world of business
Thank you