Private Fundraising and Partnerships: financial report for the year ended 31 December 2019

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Reference document: E/ICEF/2020/AB/L.8

UNICEF Executive Board
Informal Briefing
20 August 2020
2014-2019 Results and 2020-2021 Projections

*2020 estimates are the latest projections provided by National Committees and country offices as of end Q2 2020. 2021 data are per the “UNICEF Strategic Plan: Updated financial estimates”.

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Item 14: Private Fundraising and Partnerships: financial report for the year ended 31 December 2019
Revenue from National Committees and Country Offices

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Item 14: Private Fundraising and Partnerships: financial report for the year ended 31 December 2019
Goal 1. INDIVIDUAL SUPPORTERS
✓ 7.8 million people donated $876 million in 2019 (all of which was RR)
✓ 95.5 million supporters (including 7.7 million individual donors, 81.4 million digital supporters, 1.28 million volunteers, and 5.1 million children)

Goal 2. KEY INFLUENCERS
✓ Leading philanthropic partners delivered $312 million in 2019 to achieve transformational change for children
✓ 4,258 Key Influencers amplified UNICEF advocacy messaging on priority issues affecting children

Goal 3. BUSINESS
✓ Partnerships with business maximize results for children delivering income of $215.2 million
✓ 2,375 businesses engaged for core assets, CRB and advocacy and 27,000 donated across 136 country offices and Natcoms
✓ 34.3 million children reached through engagement with business
✓ 804 businesses and business stakeholders advocated for children

Goal 4. GOVERNMENTS
✓ Revenue from Government and intergovernmental organizations channelled via National Committees reached $16.4 million in 2019
✓ National Committees reported 75 child rights laws and 100 policies adopted at the national level

Goal 5. BRAND
✓ UNICEF was among the top three organizations for trust in 87 per cent of countries, exceeding the 2019 target of 85 per cent of countries.

Goal 6. ENABLERS
✓ IMPACT Platform enables further planning and delivering as one UNICEF
✓ Global Skill Share enables scaling of innovation and best practice
✓ Systems and platforms integrated and streamlined
✓ Staff capacity built and strengthened
### PFP 2019 Approved budget vs. Actual Expense (RR Funded)

2019 Approved budget: **$194.1m**

- **$115.0m** in Investment funds
- **$79.1m** in Operating expenses

Total Approved budget: **$194.1m**

2019 Actual expense: **$187.8m**

- **$71.6m** in Operating expenses
- **$116.2m** in Investment funds

Total Actual expense: **$187.8m**

Net difference: **$6.3m**

**$7.5m** in Operating expenses exceeded budget.

**$1.2m** in Investment funds exceeded budget.

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Investment Funds

Investment Funds Allocation
Gross Revenue derived from Investment Fund Allocation

Excludes Innovations funds

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Item 14: Private Fundraising and Partnerships: financial report for the year ended 31 December 2019
Strategic Priorities Going Forward

1. Identify and roll out alternative financing solutions and grow investment in fundraising
2. Accelerate the supporter engagement strategy to global scale, using the power of digital technologies
3. Collaborate across UNICEF to continue the roll out of business for results to position business as a key stakeholder in the agenda for children
4. Fulfil universality of the SDGs - programming in HICs, specifically National Committees to achieve results for the most disadvantaged children
Thank you