

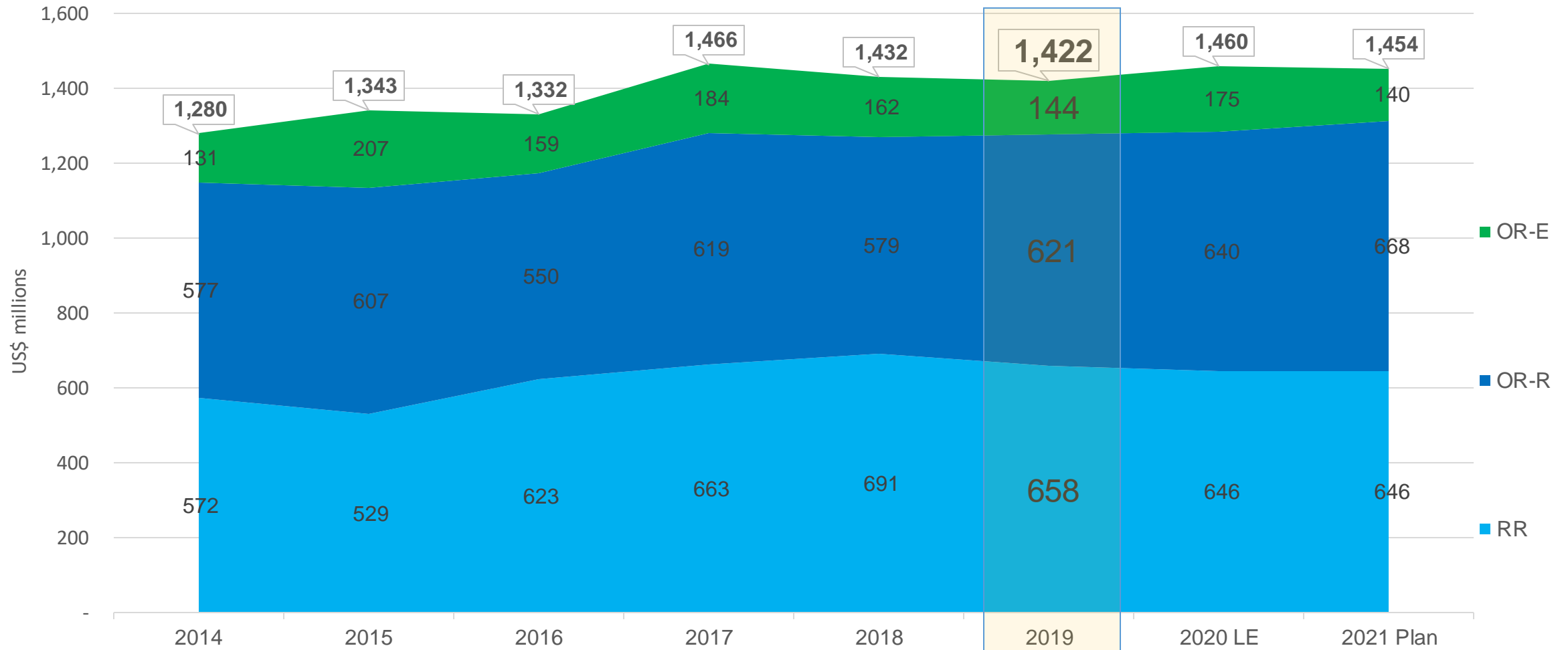
# Private Fundraising and Partnerships: financial report for the year ended 31 December 2019

**Gary Stahl**  
Director, PFP

Reference document:  
[E/ICEF/2020/AB/L.8](#)

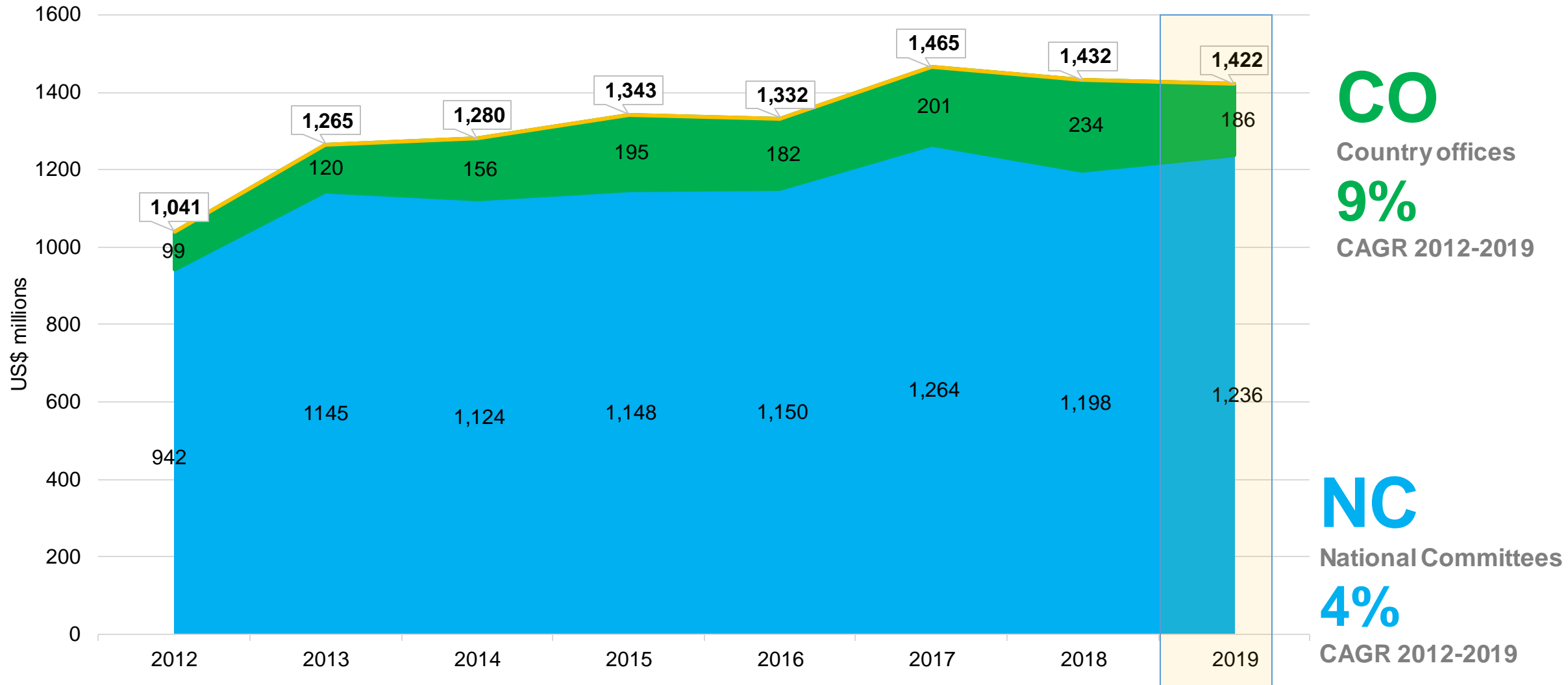
UNICEF Executive Board  
Informal Briefing  
20 August 2020

# 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".

# Revenue from National Committees and Country Offices



# Private Sector Fundraising and Engagement Results by IMPACT Plan Goal



## 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.



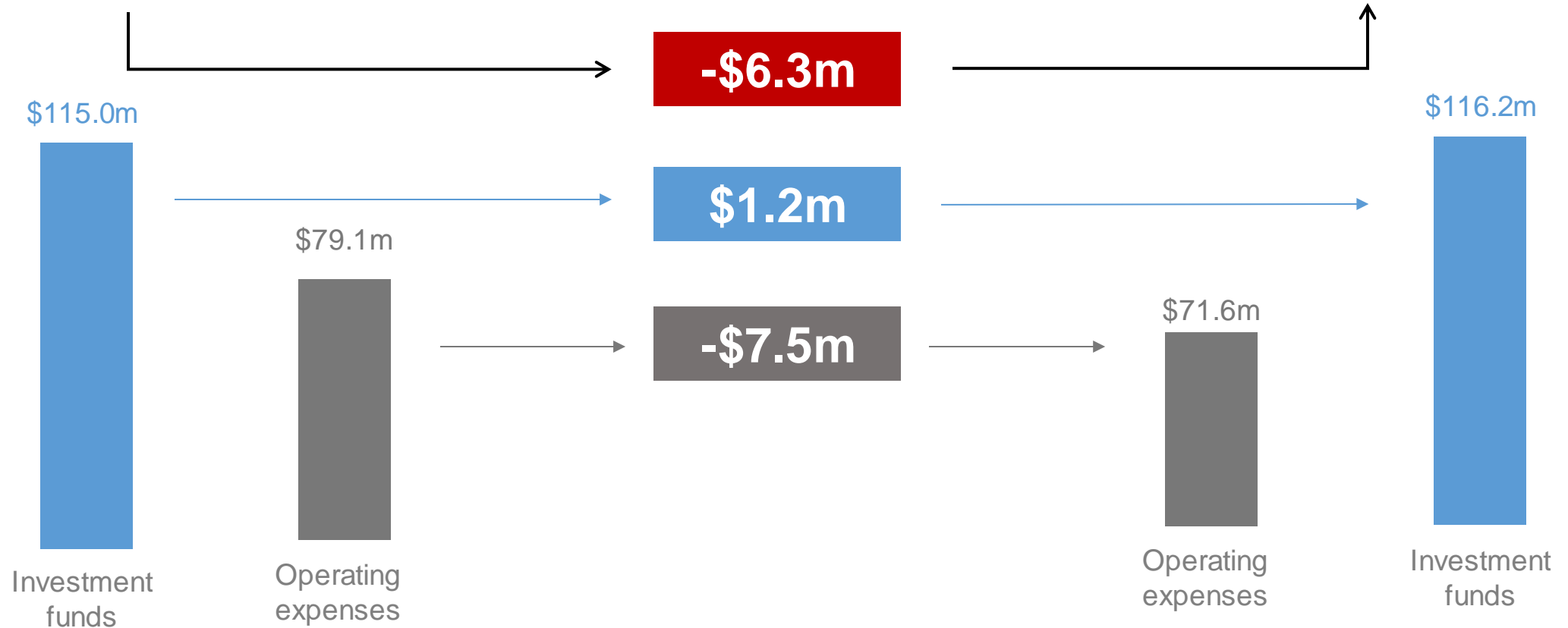
## Goal 6. ENABLERS

- ✓ 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

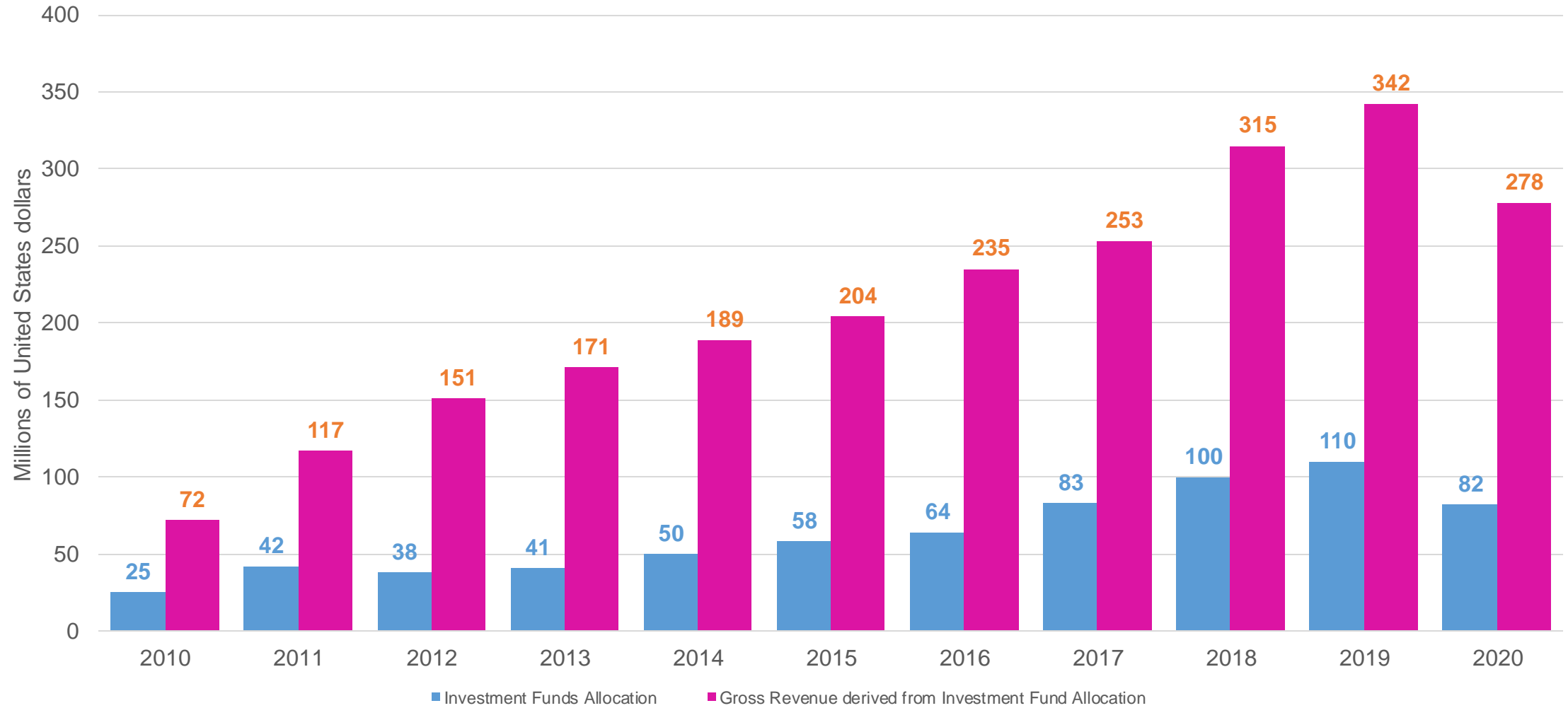
# PFP 2019 Approved budget vs. Actual Expense (RR Funded)

2019 Approved budget: **\$194.1m**

2019 actual expense: **\$187.8m**



# Investment Funds



Excludes Innovations funds

# Strategic Priorities Going Forward



## Strategic Priorities to Drive Growth

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

unicef  | for every child

**Thank you**

