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

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UNICEF Executive Board
Second regular session 2020

Reference document: E/ICEF/2020/AB/L.8
2014-2019 Results and 2020-2021 Projections

*2020 estimates are the latest projections provided by National Committees and country offices as of the end of Q2 2020. Data for 2021 are per the "UNICEF Strategic Plan: updated financial estimates".
Revenue from National Committees and Country Offices

Country offices
9%
CAGR 2012-2019

National Committees
4%
CAGR 2012-2019

CO
Country offices
9%
CAGR 2012-2019

NC
National Committees
4%
CAGR 2012-2019
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
IMPACT Plan Goal 3: Business Results per Strategic Plan Goal Area

**Core Assets**
- **CRB**
- **Advocacy**

<table>
<thead>
<tr>
<th>Every child survives and thrives</th>
<th>Every child learns</th>
<th>Every child is protected from violence and exploitation</th>
<th>Every child lives in a safe and clean environment</th>
<th>Every child has an equitable chance in life</th>
</tr>
</thead>
<tbody>
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<td>CRB</td>
<td>Advocacy</td>
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<td>CRB</td>
</tr>
<tr>
<td>$21.3 Million</td>
<td>$29.1 Million</td>
<td>$6.7 Million</td>
<td>$11.5 Million</td>
<td>$45K</td>
</tr>
</tbody>
</table>

**BUSINESS CONTRIBUTIONS TO EMERGENCIES $22.5 MILLION**

**REGULAR RESOURCES $58 MILLION**

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### Private Sector Fundraising and Engagement Results by IMPACT Plan Goal

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### Goal 6. ENABLERS

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 ✓ Systems and platforms integrated and streamlined
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2019 Approved budget: $194.1m

- $6.3m

2019 actual expense: $187.8m

$115.0m

Investment funds

$79.1m

Operating expenses

$116.2m

Investment funds

$71.6m

Operating expenses

-$7.5m

-$1.2m

-$6.3m
Note: The investment fund allocation in the blue bars and the subsequent ROI over three years in the pink bars exclude investment funds used for innovation, which do not have a 3:1 ROI over three years requirement.
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 HICs, specifically National Committees to achieve results for the most disadvantaged children
Thank you.