UNICEF Executive Board Informal Session
2019 Work Plan and Proposed Budget:
Private Fundraising and Partnerships

Gary Stahl,
PFP Director

15 January 2019
PRIVATE SECTOR PLAN 2018-2021: AREAS FOR ACCELERATION

5 UNICEF SP CHANGE GOALS

Every child survives and thrives
Every child learns
Every child is protected from violence and exploitation
Every child lives in a safe and clean environment
Every child has an equitable chance in life

4 UNICEF’S Change Strategies

Win support for the cause of children from decision makers and the wider public (Regular resources)
Mobilize and leverage resources and partnerships for children
Leverage the power of business and markets for children (Other Resources and results for children)

4 AUDIENCE GOALS

INDIVIDUAL SUPPORTERS
KEY INFLUENCERS
BUSINESS
GOVERNMENTS

2 FOUNDATION / ENABLERS

BRAND
UNICEF WAYS OF WORKING

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UNICEF’S Change Strategies

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KEY INFLUENCERS

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Mobilize and leverage resources and partnerships for children
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BUSINESS

INDIVIDUAL SUPPORTERS

WIN SUPPORT FOR THE CAUSE OF CHILDREN FROM DECISION MAKERS AND THE WIDER PUBLIC (REGULAR RESOURCES)
MOBILIZE AND LEVERAGE RESOURCES AND PARTNERSHIPS FOR CHILDREN
LEVERAGE THE POWER OF BUSINESS AND MARKETS FOR CHILDREN (OTHER RESOURCES AND RESULTS FOR CHILDREN)
PFP Results 2014-2017 and 2018-2021 Targets

Target 2014-2017: $5,175

Achieved 2014-2017: $5,420

Target 2018-2021: $7,530

Target 2018-2021: $7,530

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4 AUDIENCE GOALS

2 FOUNDATION / ENABLERS

INDIVIDUAL SUPPORTERS

KEY INFLUENCERS

BUSINESS

GOVERNMENTS

BRAND

UNICEF WAYS OF WORKING

UNICEF’S Change Strategies:
- Every child learns
- Every child is protected from violence and exploitation
- Every child lives in a safe and clean environment
- Every child has an equitable chance in life
- Every child survives and thrives

Key influencers:
- Win support for the cause of children from decision makers and the wider public (Regular resources)
- Mobilize and leverage resources and partnerships for children
- Leverage the power of business and markets for children (Other Resources and results for children)

Audience goals:
- Every child learns
- Every child is protected from violence and exploitation
- Every child lives in a safe and clean environment
- Every child has an equitable chance in life
- Every child survives and thrives

Individual supporters:
- Win support for the cause of children from decision makers and the wider public (Regular resources)

Business:
- Leverage the power of business and markets for children (Other Resources and results for children)

Government:
- Win support for the cause of children from decision makers and the wider public (Regular resources)
PFP 2019 Proposed Budget

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<th>Year</th>
<th>US$ millions</th>
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2019 Post Changes

491
Proposed posts in 2019

RR
219 posts
- 41 at RSCs & COs
- 178 at HQ

OR
228 CO posts

IB
44 HQ posts
Notes:

• Revenues depicted here are only estimates. Returns on investments will vary in timing, depending on campaign start and investment type.
• Revenues in a calendar year are derived from cumulative investments in 36 months prior.
• Matching or partially matching investments made by countries, and attributed revenues, are not depicted here.

2021 Predicted Return on Investment = 3.2 to 1
Summary of Key Priorities in 2019

- Accelerate efforts and investments on the markets with the highest growth potential, especially individual giving.
- Develop and test strategies for innovative models to acquire 100 million supporters by 2021.
- Accelerate private sector partnerships with business & foundations, with a focus on Shared Value Partnerships.