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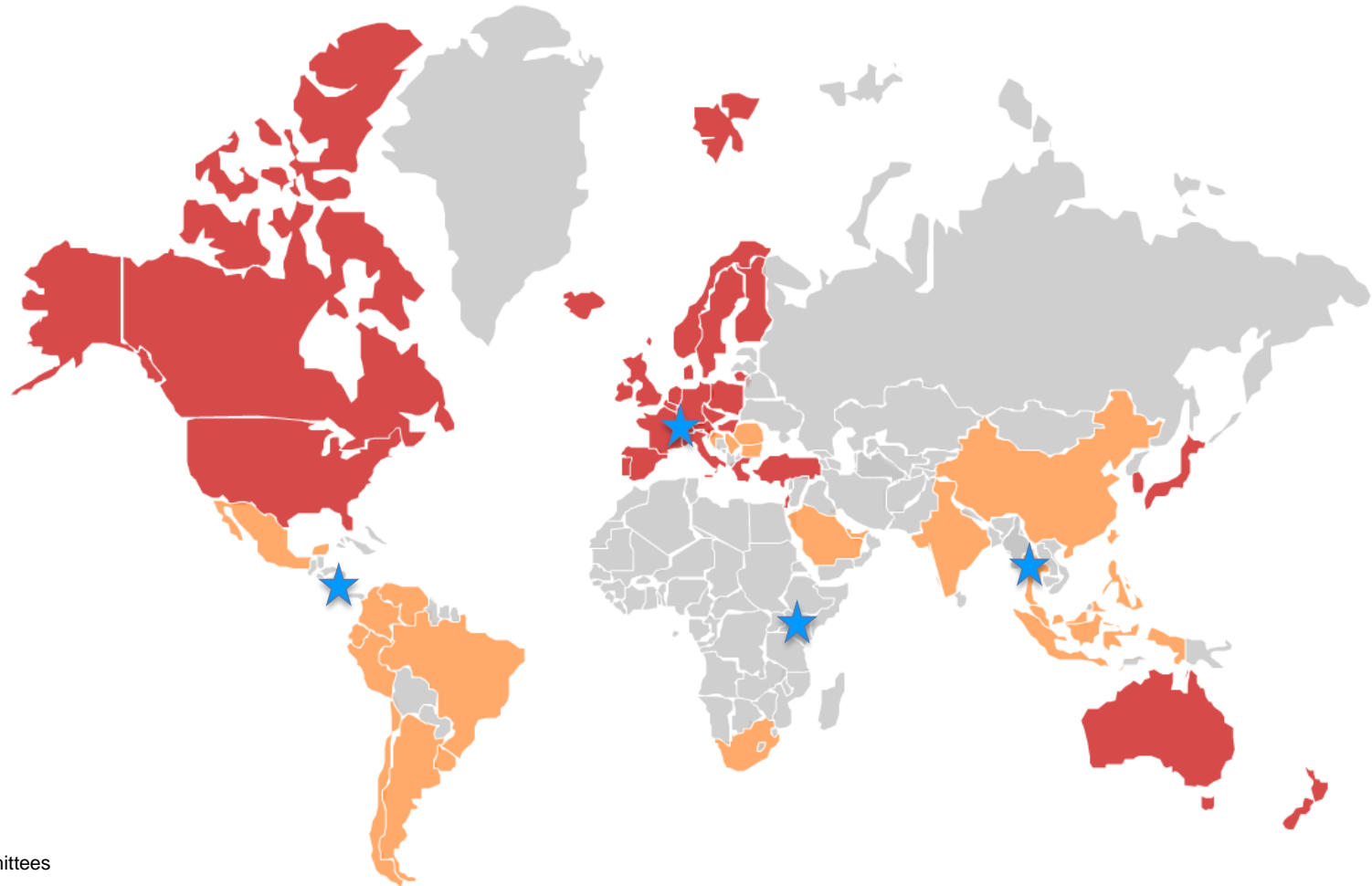
# Private Fundraising & Partnerships




2015 Budget and Work Plan

Gérard Bocquenet, PFP Director

UNICEF Executive Board Informal Session December 2014

# UNICEF Private Sector Operations Network



-  National Committees
-  Country Offices with private sector operations
-  Private Fundraising and Partnerships Division and Regional Support Teams (Bangkok, Panama, Nairobi)

# Presentation Outline

1. Performance in 2014
2. Revenue Forecast for 2015
3. PFP 2015 Budget
4. Key initiatives to improve results
  - Investment Funds
  - Integrated Corporate Engagement

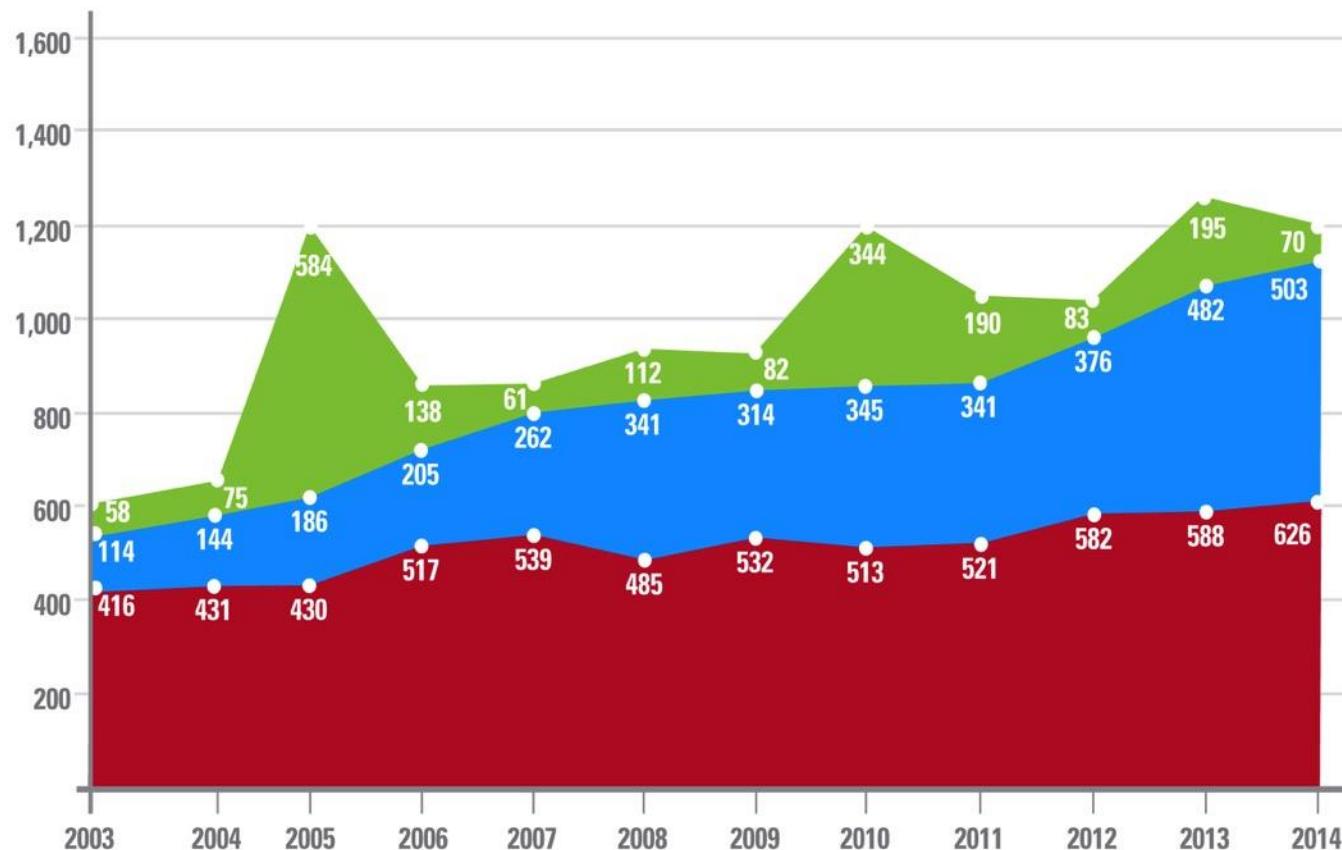




# Performance in 2014

Millions US\$

UNICEF PFP Revenue\* Trend in Millions US\$ (Source: PFP Financial Report)



**2014  
TOTAL  
US\$ 1,199 millions**

**OR-E  
US\$ 70 millions**

**OR-R  
US\$ 503 millions**

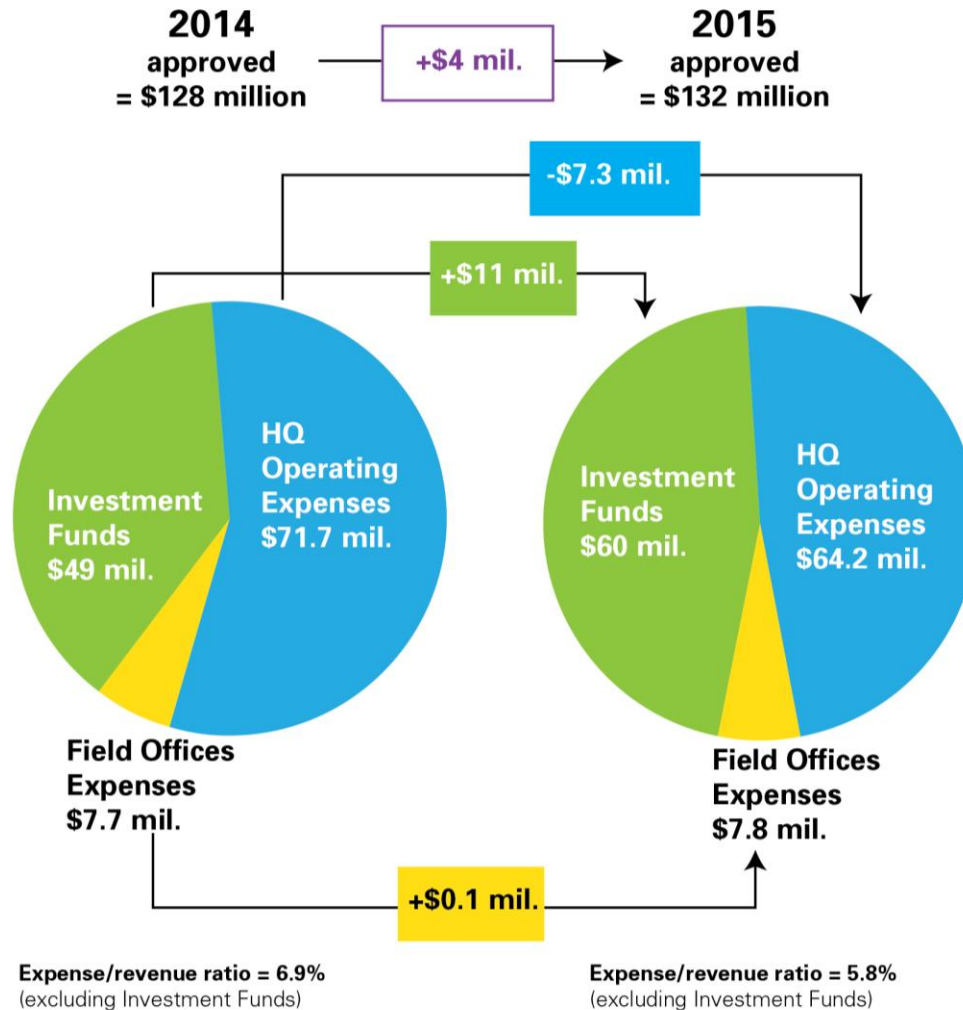
**RR  
US\$ 626 millions**

# Revenue Forecast for 2015

US\$ Million	2013 Actual	2014 Approved	2014 LE	2015 Proposed
<b>REVENUE</b>	<b>1,265</b>	<b>1,156</b>	<b>1,199</b>	<b>1,253</b>
RR	588	626	626	651
OR	677	530	573	602
OR Regular	482	480	503	532
OR Emergency	195	70	70	70

LE = Latest Estimate

# PFP 2015 Budget



# Efficiency and effectiveness of PFP operations

PFP resources aligned with the 2014-2017 Plan:

- Investment funds to deliver revenue targets
- A more cost-efficient model for the Cards and Products business



Thank you



private  
fundraising  
and partnerships