

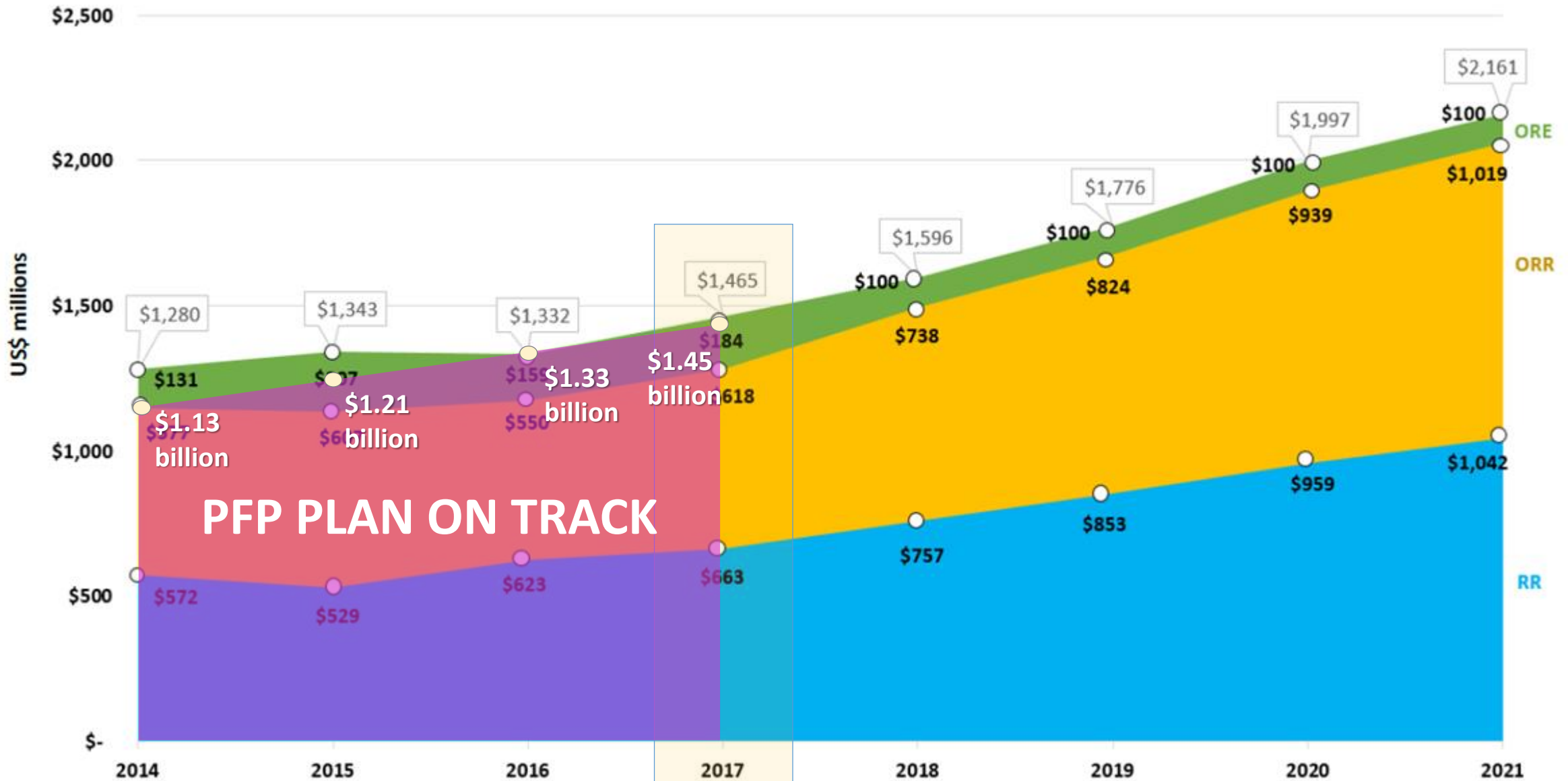


Session of the UNICEF Executive  
Board (September 2018)

**Private  
Fundraising:  
Financial Report  
for the Year  
Ended 31  
December 2017**

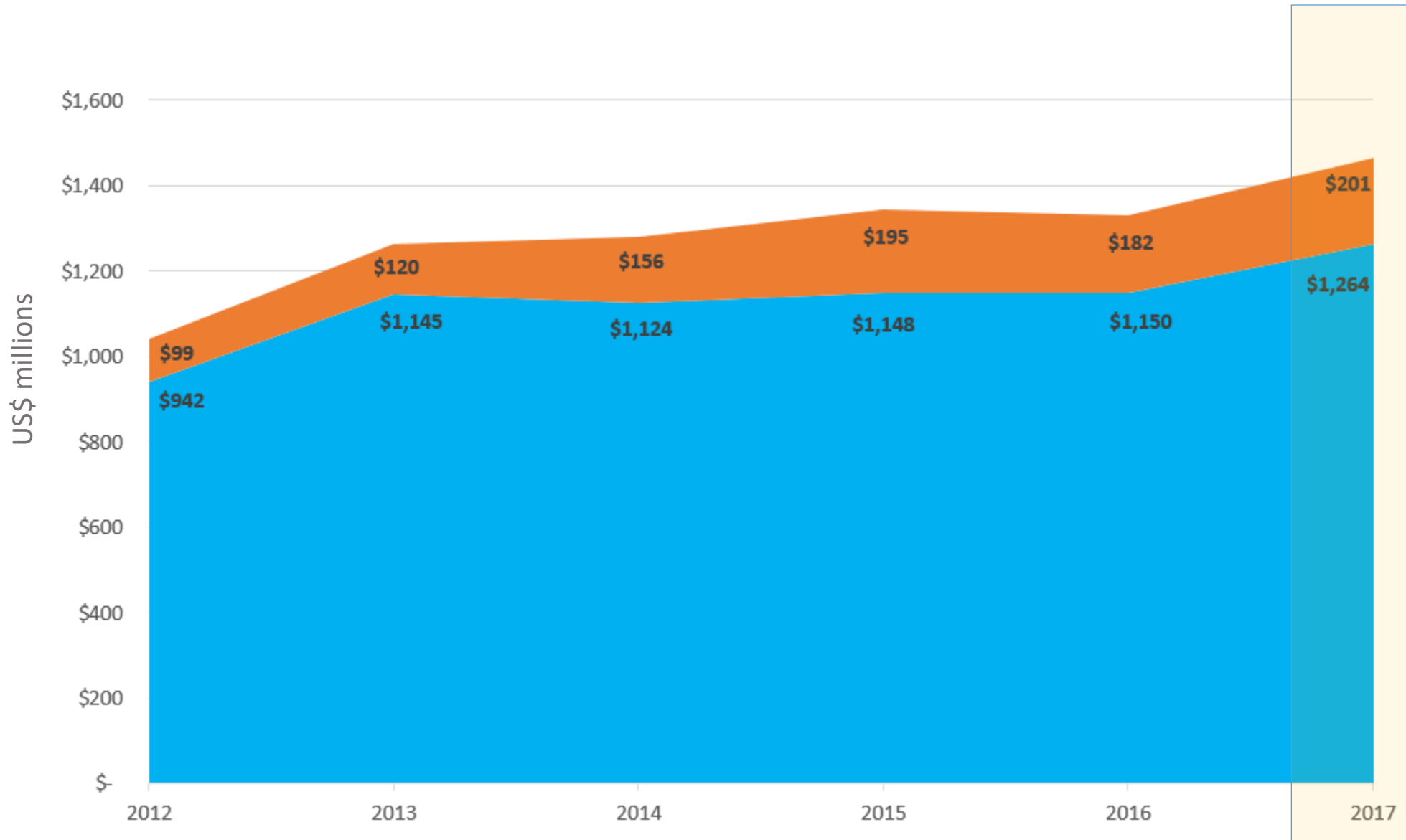
Gary Stahl, PFP Director

# 2014-2017 Results and 2018-2021 Projections



\*2018 estimates are the latest projections provided by National Committees and country offices

# Revenue in National Committees and COs



**CO**

Country offices

**15%**

CARG 2012-2017

**NC**

National Committees

**6%**

CARG 2012-2017

# Private Sector Engagement Achievements

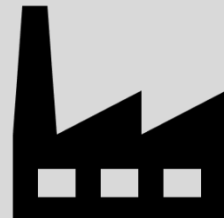
Child Friendly Cities  
Initiative

**30 million  
children**



Child Rights and  
Business

**59 companies**

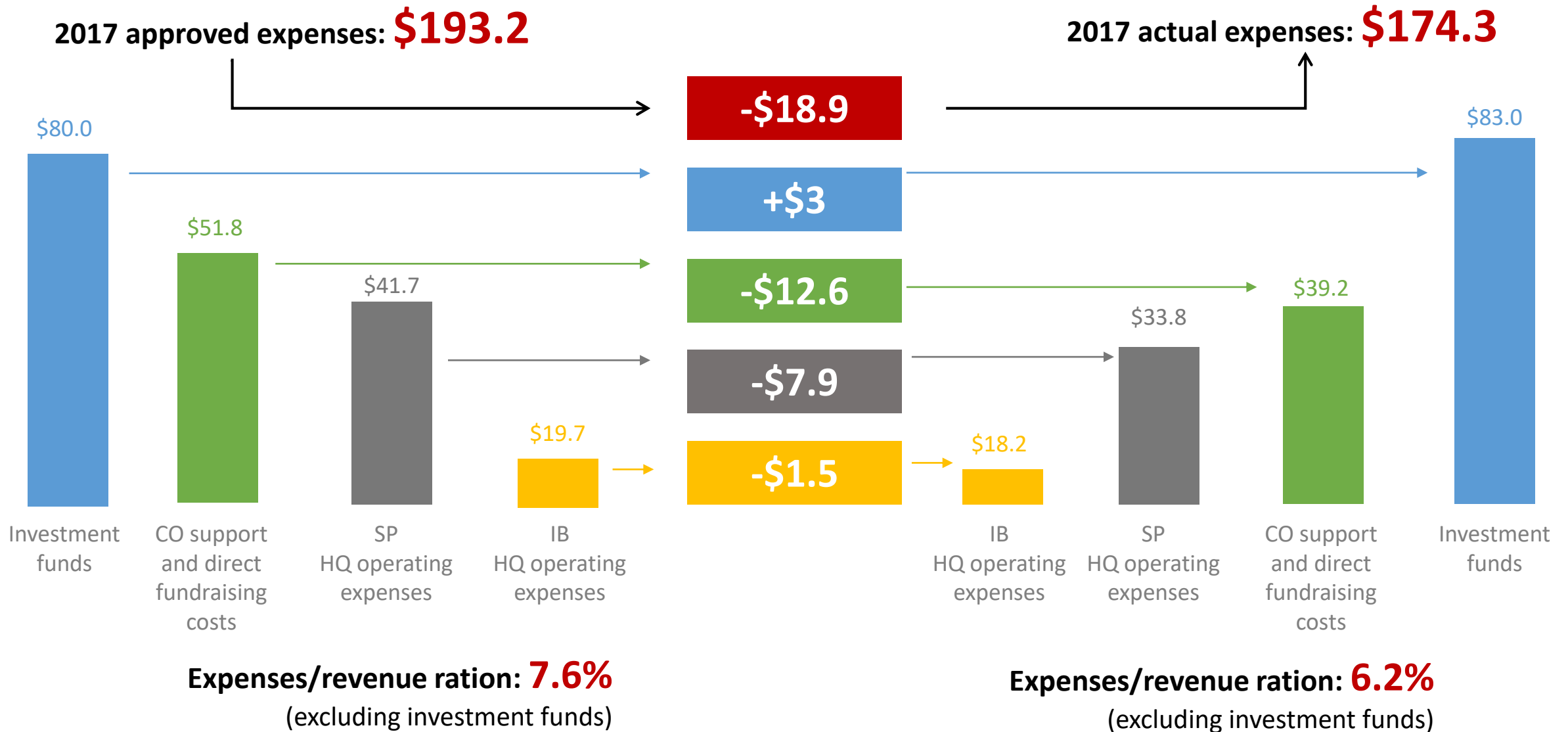


Child rights  
education

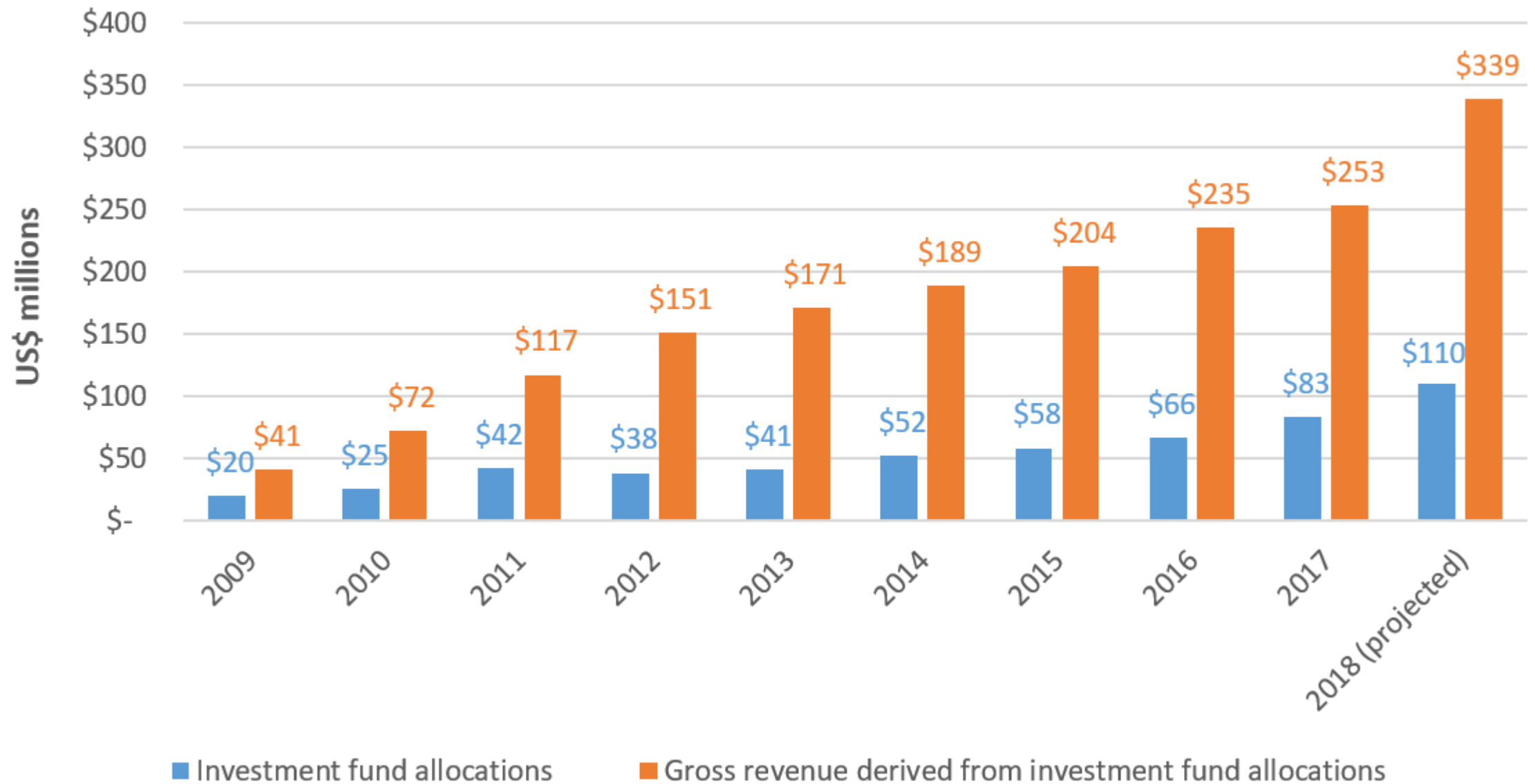
**3 million**



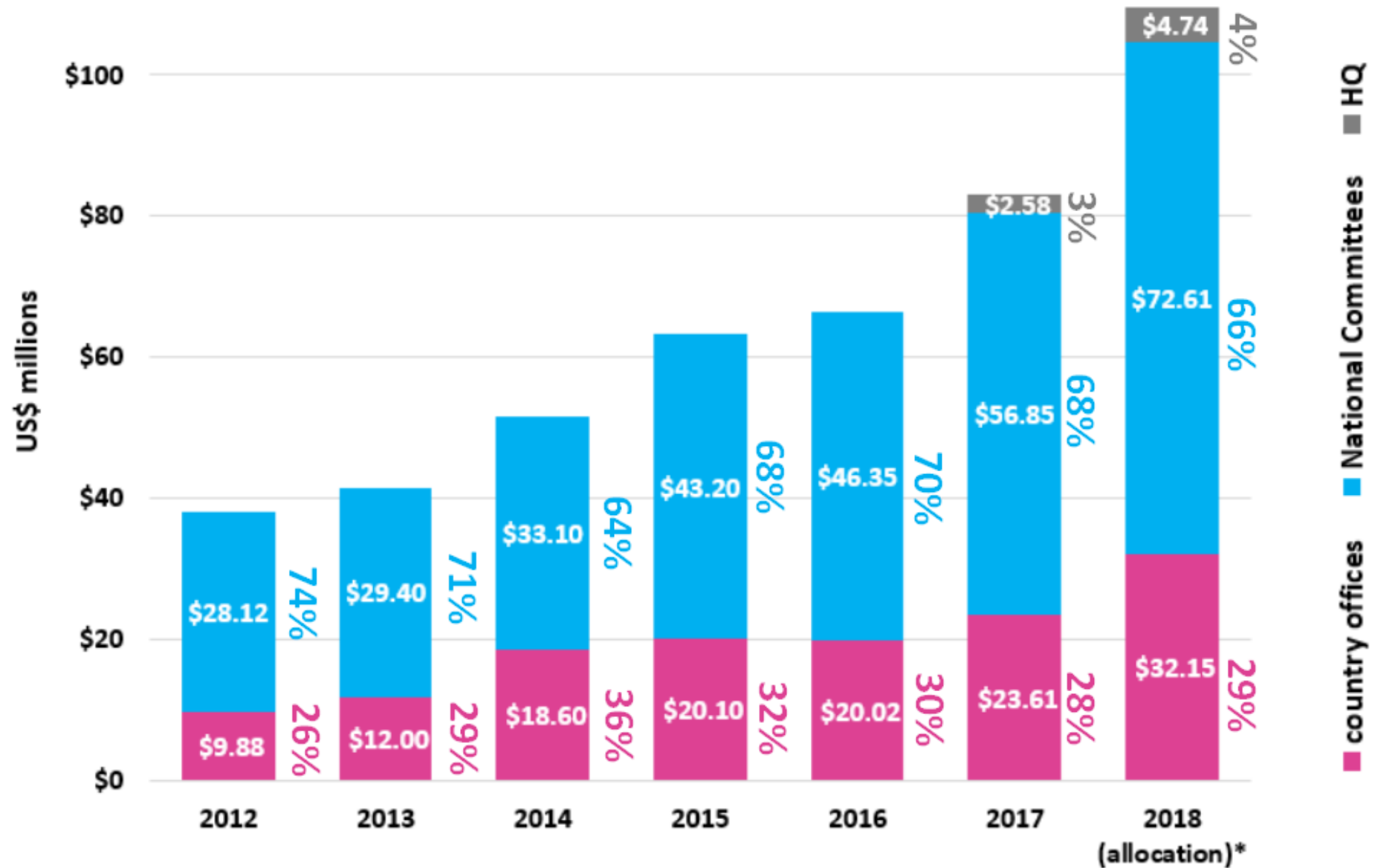
# PFP 2017 Expenditure vs. Approved Budget



# Investment Funds



# Investment Funds





# Strategic Shifts Going Forward

Unlock the full potential of fundraising and engagement techniques that already work, and innovate to deliver breakthrough goals



Investment for Growth



Developing “win-win” collaborations with **companies**

Focus on **audiences** – individuals, key influencers, business and government and the synergies between them



Build a more engaging and emotional **experience for supporters** – giving and taking part



# Shared Value Partnerships



**Contribute to UNICEF  
goal to reach 250 million  
people with sanitation**



**1.5 million children  
benefit from birth  
registration**

Thank you

