
Gary Stahl, PFP Director
Presentation outline

1. Performance in 2016, Trends and Projections
2. Growth from National Committees and Country Offices
3. Private Sector Engagement Achievements
4. PFP Expenditure vs Approved Budget
5. Investment Funds
6. Strategic Shifts Going Forward
## Exchange Rate Impact

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<thead>
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</thead>
<tbody>
<tr>
<td>REVENUE</td>
<td>1,343</td>
<td>1,332</td>
<td>1,451</td>
<td>-0.8%</td>
<td>+8%</td>
</tr>
<tr>
<td>RR</td>
<td>529</td>
<td>523</td>
<td>671</td>
<td>+18%</td>
<td>+27%</td>
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<tr>
<td>OR</td>
<td>814</td>
<td>709</td>
<td>780</td>
<td>-13%</td>
<td>-4%</td>
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<tr>
<td>OR regular</td>
<td>607</td>
<td>550</td>
<td>609</td>
<td>-9%</td>
<td>0%</td>
</tr>
<tr>
<td>OR emergency</td>
<td>207</td>
<td>159</td>
<td>171</td>
<td>-23%</td>
<td>-18%</td>
</tr>
</tbody>
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Revenue in National Committees and COs

CO
Country offices
16%
CARG 2012-2016

NC
National Committees
5%
CARG 2012-2016
Private Sector Engagement Achievements

**Pillar 1:** Children’s Rights and Business Principles

- 58 million

**Pillar 2:** Leveraging core business assets for UNICEF programme planning and delivery

- 1.5 million

**Pillar 3:** Strengthened advocacy and child rights education

- 10 million
PFP 2016 Expenditure vs. Approved Budget

2016 approved expenses: $169.8
2016 actual expenses: $151.5

Expenses/revenue ration: 7.6%
(excluding investment funds)

Expenses/revenue ration: 6.6%
(excluding investment funds)
*2017 - Investment Funds Approved Budget (US$70 million) plus supplementary US$10 million approved by Executive Director
Investment Fund allocations in 2016

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 investments in prior and/or current years.
• Matching or partially matching investments made by countries, and attributed revenues, are not depicted here
Strategic Shifts Going Forward

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

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

Maximise fundraising, advocacy and communications through integrated campaigns and events.

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

Investment for Growth.
Thank you