UNICEF Resource Mobilization Strategy

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The Agenda 2030 Moment

Child-focused investments

- Central pillar of sustainable development
- Aligned with UNICEF’s Strategic Plan 2014 – 2017

Integration between Development, Humanitarian & Peace/Security

- Complementarity
- World Humanitarian Summit
- Peacebuilding Review

Multi-partner approach

- Traditional & emerging partners
- National Budgets
- Private sector
- International financial institutions
- Global programme partnerships
- UN pooled funding mechanisms
- Innovative finance mechanisms
Aid/Partnership Environment

- Evolving Partnership Landscape
- Increasing Private Development Financing
- Trend of earmarked official development assistance
- Global Economic & Financial Realities

Domestic budgets, especially in middle-income countries
The UNICEF resource mobilization strategy integrates both public and private funding streams and involves:

- Fostering a shared vision of priorities and results
- Pursuing partnerships and resources to connect goals & targets
- Working with UN Agencies, IFIs, GPPs and other partners
- Accelerating scaled up response to humanitarian crises
- Broadening resource partners base to promote and diversify
- Capitalizing on engagement with citizens and the private sector
- Investing in MICs and newly emerged HICs
- Undertaking more robust results-based management and budgeting, quality reporting and stronger donor recognition
Public Sector Revenue Streams

**GOVERNMENTS AND INTER-GOVERNMENTAL PARTNERS**
UNICEF will continue to seek the best collaboration and partnership for the rights of children.

**UN POOLED FUNDING MECHANISMS**
UNICEF engages with partner UN agencies to increase coherence in pooled funding modalities.

**GLOBAL PROGRAMME PARTNERSHIPS**
UNICEF engages with GPPs on the basis of alignment of strategic priorities.

**INTERNATIONAL FINANCIAL INSTITUTIONS**
UNICEF works closely with IFIs to influence agendas globally and regionally and to leverage resources.

**INNOVATIVE FINANCING MECHANISMS**
UNICEF is exploring new guarantee and insurance-based mechanisms.
Public Sector Revenue Streams II

Public sector revenue trend by fund type

Public sector revenue trend by partner group
Private Sector Revenue Streams

PLEDGE GIVING
Pledge stands for regular monthly giving. Pledge donors are individual donors who provide funds on a regular basis throughout the year, for instance giving monthly via a direct debit facility.

PRIVATE FOUNDATIONS
Partnering with foundations offers potential for contribution growth and an opportunity to leverage expertise and convening power to advance child rights.

GLOBAL CORPORATE ALLIANCES
UNICEF works with corporations to generate quality cash contributions and to promote and advance child rights in business practices.

FUNDRAISING FROM MAJOR DONORS
Major donors are individuals or small private trusts/foundations that give US$100,000 or more.

LEGACY GIVING
Legacies are funds or assets that individuals leave to UNICEF in their wills. Also known as bequests.
Implementing the Strategy

- Articulate the case for support
- Deliver and demonstrate results
- Leverage established partnerships
- Cultivate select new partnerships
Articulate the Case for Support

Case for each Strategic Plan outcome and cross-cutting area

Lay out key results to be achieved, supported by an explicit Theory of Change

- Situational analysis
- Planned evidence-based solutions
- Role and areas of focus of UNICEF based on comparative advantages
- UNICEF’s partnership
- Lessons learned, risks and mitigating measures.

Detail the resources required to meet results

Deeper dive:

E.g. Early Learning funding gaps to support 93 countries to put in place early learning curricula, quality standards and safe and protective physical facilities with community participation:

- 2015: US$ 20.9 million
- 2016: US$ 52.2 million
- 2017: US$ 52.2 million
- Total: US$ 125.2 million
Deliver and Demonstrate Results

Strategic Plan Integrated results and resources framework

• Clear targets

• Monitoring and evaluation mechanisms

• Transparent reporting at the impact, outcome and output levels

Annual Results Reports by outcome and cross-cutting area

Commitment to transparency

• Increased in ranking substantially over 2 years

• Ambitious
Leverage Established Partnerships

Leveraging resources for children from public and private sector partners

- National Committees influencing public opinion and policymakers
- Child Rights Toolkit, UNICEF & the EU

Identify opportunities to leverage assets from the private sector

Strengthening and expanding key established partnerships

- UNICEF Mexico’s involvement in breastfeeding promotion
Cultivate New Partnerships

Broadening resource mobilization base

EMERGING POWERS & MIDDLE INCOME COUNTRIES

INNOVATIVE DEVELOPMENT FINANCE

PUBLIC PRIVATE PARTNERSHIPS

UN POOLED FUNDING MECHANISMS
Next Steps

- Raise awareness of financing gaps
- Mobilize multi-year unrestricted funding, linked to results
- Revise nexus of development and humanitarian financing
- Optimize the allocation of resources
- Leverage resources from national governments and private sector
- QCPR funding outcomes
Thank you