History

- First NatComs established in 1946 (Yugoslavia) and 1947 (USA and Belgium)
- UNICEF became a permanent fund in 1953 – other NatComs began to establish in Europe, Australia, Canada, Japan and New Zealand
- By 1965 NatComs raised US$ 850,000/year (mostly greeting cards)
- From 1989 onwards, advocacy and public-education efforts also began to include attention to domestic child rights issues
Main tasks for NatComs

1. Raise funds from the private sector
2. Advocate for child rights
3. Be the face of UNICEF in their territories
4. Be the voice of children from all over the world in their territories
5. Facilitate and encourage government contributions
Income

Net Income raised by NatComs to UNICEF


Source: UNICEF Annual Report 2017
2017 UNICEF Revenue by Source: $6,557 million (US$ million)

- Non-governmental organisations, $236 million, 4%
- Private Fundraising and Partnership Division (PFP): $1,473 million, 22%
  - NatComs, $1,273 million, 19%
  - Country Offices, $201 million, 3%
- Government, $3,298 million, 50%
- Inter-governmental agencies, $572 million, 9%
- Inter-organisational arrangements, $859 million, 13%

Public sector revenue constituted 72% of the total revenue, up from 70% in 2016
Private sector revenue constituted 26% of the total revenue, a decrease from 27% of total revenue in 2016
Other revenue remained at 2% of total revenue

Source: UNICEF Annual Report 2017
*does not include non-operating income
Latest Results

• In 2017 National Committees contributed USD 1,264 billion dollars to UNICEF. This represents approximately 86% of UNICEF’s total private sector revenue.

• Of that amount, USD 627 million dollars is of Regular Resources. National Committees are now the largest source of flexible funding for UNICEF.

• On average NatComs are responsible for 20% of UNICEF’s income and almost ½ of UNICEF’s RR
Supporters
(including in field offices by end 2017)

8.3 million donors:
✓ 4.8 million pledge donors
✓ 3.5 million cash donors

35,000 corporate partners
Major Donors

“As a child, I lived in an orphanage in S. Korea. I was around 10 years old when one day, when I returned to the orphanage from school, I was asked to line up with the other children to receive our immunizations. It wasn’t until later in my life that I realized I was a beneficiary of one of UNICEF’s programs.” (Susan)

“I find it very satisfying to know that you create a direct or indirect connection from yourself to children in the whole world who otherwise wouldn’t have any chance.” (Stefan)
ADVOCACY
Advocacy is an integral part of the National Committees mandate (2016 survey)

- 100% of NatComs surveyed are active in policy advocacy
- 100% of NatComs surveyed influence public attitudes and behaviors
- 96% of National Committees advocate on domestic public policy for children
- 86% advocate on global policy issues
Key Message Penetration of Online News in National Committee Countries

Source: Media Measurement 2017

NATIONAL COMMITTEES FOR UNICEF – UNICEF for every child
Legal basis for work

• National laws and regulations
• Cooperation Agreement with UNICEF
• Statutes for each National Committee
• Governance Principles (adopted 2009)
NatCom Efficiency

• Operating within national laws of respective countries

• Maximizing funds for children is the overall rule; achieving results for children is the ultimate goal

• Need to compare efficiency with other NGOs in the same territory
Going Forward

The role of National Committees in achieving the 2030 agenda:

- The Private Sector Plan and the UNICEF Strategic Plan belong to us as well
- NatCom strategic inputs: enablers and suggestions
Standing Group Composition:

- David Morley (Chair - Canada)
- Sandra Visscher (Vice-Chair - Luxembourg)
- Sébastien Lyon (Vice-Chair - France)
- Bergsteinn Jónsson (Member - Iceland)
- Caryl Stern (Member - USA)
- Javier Martos (Member – Spain)
- Suzanne Laszlo (Member – Netherlands)
- Tomaž Bergoc (Member - Slovenia)
- Gary Stahl (Ex-Officio Member - PFP)

NatCom Chair Representatives:

- Georg Graf Waldersee (Germany)
- Linda Jenkinson (New Zealand)
- Justin Cooke (UK)
- Hans Kunzle (Switzerland)

Secretariat:

- Karina Ito (SG Chief of Staff)
- Jonathan Veitch (PFP)
- Sophie Moroshkina (PFP)
Questions?