Private Fundraising and Partnerships: financial report for the year ended 31 December 2021

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Item 11: Private Fundraising and Partnerships: financial report for the year ended 31 December 2021
Reference document: E/ICEF/2022/AB/L.4
2014–2021 Financial Results

Total 2021 revenue reached a record-breaking $2.08 billion

In 2021, regular resources (RR) from the private sector was 49% of the total RR

Note: 2014–2021 PFP revenue. 2022 as per 2022 PFP budget and workplan.
Revenue from National Committees and country offices

USD million

CAGR – Compound annual growth rate

CO
CAGR 9%
2014–2021

NC
CAGR 7%
2014–2021

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2021 Results: Private Sector Plan “IMPACT for Every Child”

Goal 1: INDIVIDUALS
- More than 9.8 million individual donors
- 160.7 million supporters reached
- A new donor every 14 seconds via digital channels
- An estimated 4.6 million children empowered with child rights education

Goal 2: KEY INFLUENCERS
- Approximately 1500 philanthropists, foundations, membership-based and faith-based organizations
- Billionaire philanthropists from six countries contributed approximately $93.8 million
- Key influencers championed UNICEF advocacy agendas: health/immunization (COVAX Facility, ACT-A), education, water, sanitation and hygiene, etc.

Goal 3: BUSINESS
- Mobilized financial resources from an estimated 20,000 businesses
- Approximately 108 million children reached as a result of partnering or engagement with 5,000 businesses
- 30 shared-value partnerships (such as those promoting young people’s mental well-being and digital access for education)

Goal 4: GOVERNMENTS
- National Committees successfully advanced the rights of children and young people at the national, regional and global levels
- Programming guidance in high-income countries (six pilot countries)
- 126 changes in policies and laws at the national level

Goal 5: BRAND
- 2020–2021 Edelman Trust Barometer: UNICEF among the three most-trusted organizations globally working for children
- Global Forum for Children and Youth 2021
- Effective use of virtual donor engagements

Goal 6: ENABLERS
- UNISON global corporate resource partnership management platform (for private and public sector relationships)
- $50 million pilot project with the World Bank
- Virtual Skill Share knowledge-sharing events reached more than 3,000 UNICEF and National Committee staff

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Resource utilization, 2021 (RR funded)

2021 approved budget: $165.5m

2021 actual expense: $162.6m

- $2.9m

Development effectiveness and management:
- $12.5m

Special purpose: investment funds:
$85.0m
+$7.6m

Special purpose: other fundraising expenses:
$68.0m
-$9.7m

2021 actual expense:

$92.6m
$58.3m
$11.7m
- $0.8m

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Thank you!