

# **Annual Session of the UNICEF Executive Board**

**13 - 16 June 2023**

*Check against delivery*

**Intervention by the Chair of the Standing Group of National Committees to  
Item 15: Private Fundraising and Partnerships: Financial report for the  
year ended 31 December 2022**

Madam President, Executive Director Russell, distinguished delegates, National Committee colleagues,

National Committee staff around the world are at the forefront of many of the results contained in the excellent PFP Report presented by Director Carla Haddad Mardini today. As a representative of the National Committee community, I want to draw your attention to the work we do as UNICEF's most important partners.

As you know, National Committees represent UNICEF in 33 high-income countries and have done so in many of them for decades. We have a long and strong track record of inspiring the public in our countries, engaging with supporters, stewarding partnerships with the private sector, lifting the UNICEF brand before our governments and partnering with civil society to ensure children's rights are respected in our countries.

In 2022, National Committees continued to beat records and surpass expectations.

Collectively, we raised US\$2.24 billion in revenue, representing 84 percent of UNICEF's total private sector income and 27 percent growth compared to 2021. In its 2022 annual report, UNICEF lists its top 30 resource partners. Eleven of them are National Committees. In fact, three of the top 10 are National Committees.

We delivered these results despite fierce competition among global and domestic NGOs in our countries. The investments we've made in building the UNICEF brand, positioning the organization as a thought-leader, profiling UNICEF in the media and more are essential to our ability to outperform our peer organizations in securing private sector resources.

Of course, we also deliver more than resources.

In 2022, National Committees led advocacy efforts in our countries on mental health and climate change, both UNICEF Global Advocacy Priorities. Our Child Rights Education initiatives reached more than 6.1 million children. The Child-Friendly Cities Initiative in 22 National Committee countries reached 15.7 million children. Twenty-four of our countries reported delivering policy changes that positively benefited children.

In all of our work, we are well supported by our PFP colleagues and are grateful for their partnership. Our work is more impactful because of them. Their results are possible because of the National Committees.

We take note of the organization's concern about the worrying decline in Regular Resources. As the largest source of unearmarked funds to UNICEF, National Committees are committed to focusing energies in this area.

With support from PFP and by sharing learnings across the National Committee community, we are seeking ways to encourage more individual donors and institutions partners to contribute more of these critical unearmarked funds. One example in my own committee, is the establishment of what we are calling the "Every Child Fund", a vehicle to inspire donors that UNICEF's equity mandate requires funds flexible enough to reach every child, no matter where they are.

Additionally, we are examining our own spending to make sure we are as efficient as possible so we can meet and exceed our contribution rates. We are happy to see UNICEF, through its Headquarters Efficiency Initiative, and PFP, through its Future Proof Initiative, focus as well on cost efficiency, and we encourage additional efforts to reduce operational and administrative costs to free up more RR for country programs.

Thank you, Madam President.

*Michael J. Nyenhuis*

*President and CEO – UNICEF USA*

*Chair of the Standing Group of National Committees*