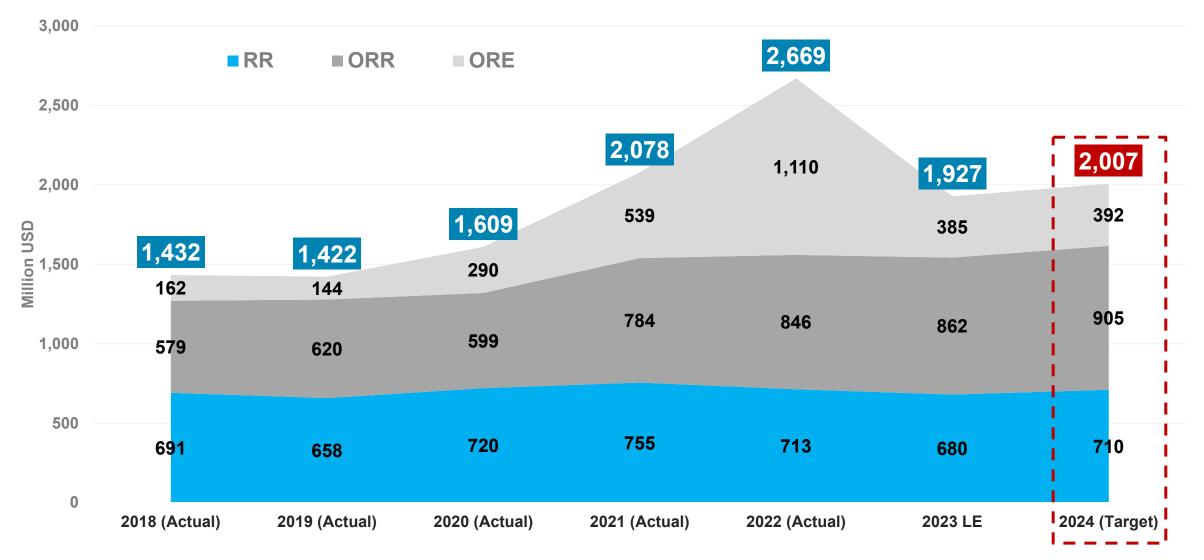
Private Fundraising and Partnerships: 2024 workplan and proposed budget

Carla Haddad Mardini Director Private Fundraising and Partnerships Division

UNICEF Executive Board Informal briefing – 22 January 2024 Item 11: Private Fundraising and Partnerships: 2024 workplan and proposed budget (E/ICEF/2024/Ab/L.1) and Update on the World Bank instrument to facilitate sustained investment in private sector fundraising (UNICEF/2024/EB/4) unicef @

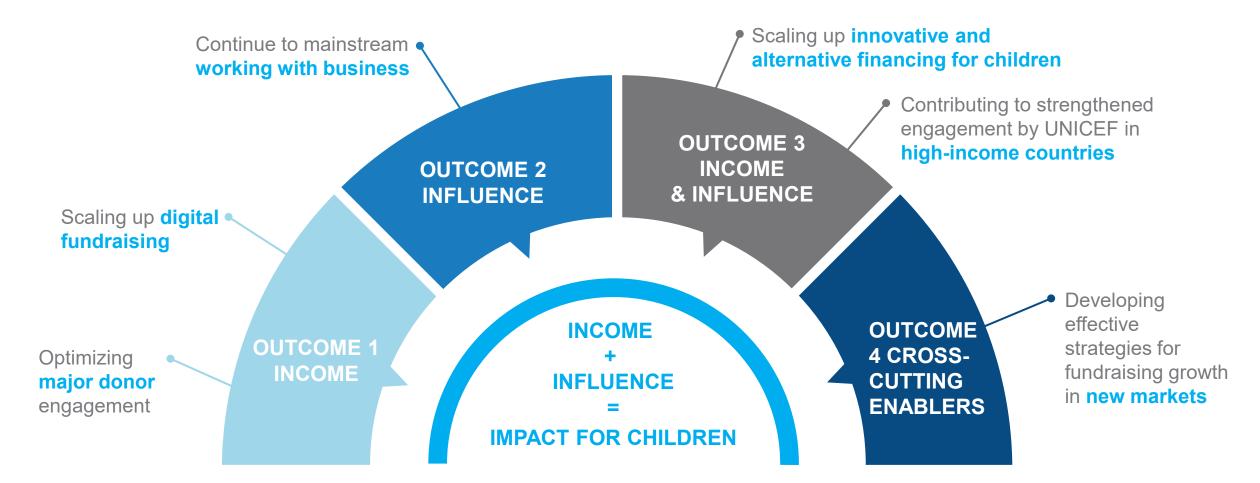
PFP results and targets (2018-2024)



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Planned outcomes and strategic shifts for 2022-2025

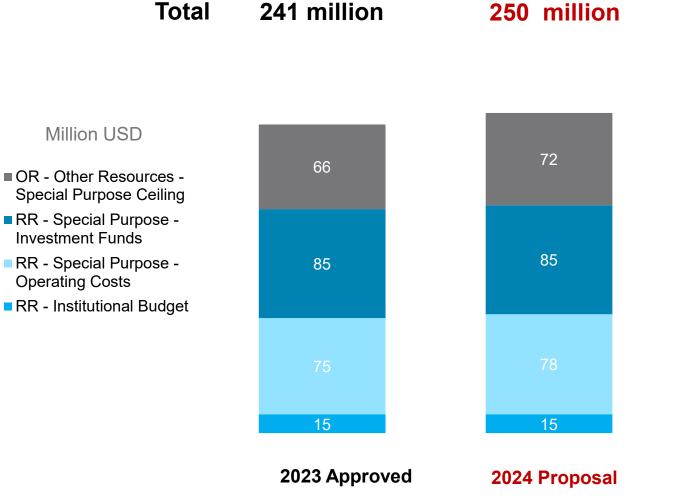
6 STRATEGIC SHIFTS embedded within 4 OUTCOMES contribute to IMPACT FOR CHILDREN



2024 proposed budgets and targets

OUTCOME 1. INCOME		OUTCOME 2. INFLUENCE	
Planned budget: \$198.5 million		Planned budget: \$7 million Engage with business, foundations and key	
Raise over \$2 billion from individual donors, philantropists, membership & faith-based organisations, foundations and businesses.	INCOMI + INFLUEN	IE influencers to leverage their expertise and core assets.	
OUTCOME 3. INCOME AND INFLUENCE	INTEGEN = IMPAC FOR CHILE	OUTCOME 4. CROSS-CUTTING	
 Planned budget: \$3.5 million Leverage income and influence from public and private sectors by strenghtening advocacy and governance in high-income countries with National Committee presence and innovative and alternative finance for donor base diversification. 		 Planned budget: \$41.2 million Cross-cutting enablers: ensure an effective business model to support income and influence acceleration. 	
		New markets: Support sustainable and affordable investment models and multi-country approaches.	

PFP 2024 proposed budget



Regular resources expenditure

• **Zero-growth** budget: \$3 million increase due to change in the post standard cost

Other resources expenditure

 \$6 million increase correlates to an increase in projected revenue

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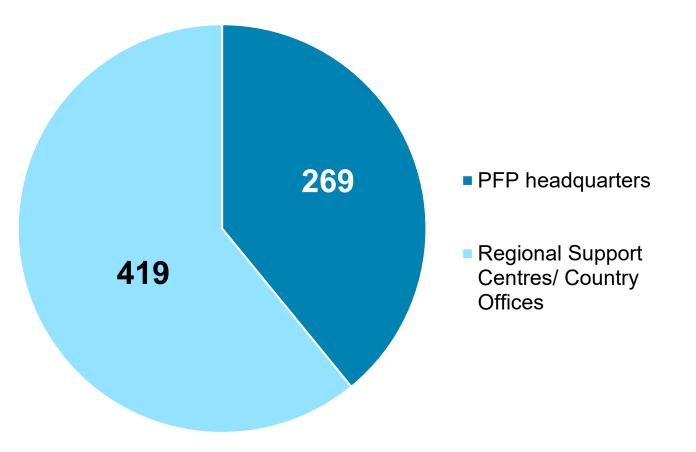
2024 summary of positions

Regular resourcesfunded posts

 Decrease of one post in PFP headquarters

Other resources-funded posts

 No change in PFP Regional Support Centres and Country Offices



6 | UNICEF Executive Board – Informal briefing – 22 January 2024 Item 11: Private Fundraising and Partnerships: 2024 workplan and proposed budget and Update on the World Bank instrument

Update on the World Bank financial instrument pilot

- Robust governance system established, and information system modified
- Obligation for repayment triggered

- Impact report submitted
- Financial performance review as part of quality assurance and oversight
- 24 countries using funding instrument

 Second annual impact report submitted

2023

 Independent preliminary assessment of the instrument

[Performance]

- \$315,8 million of cumulative pledge donations in the target 24 countries (as of the end of Sept 2023)
- Exceeded performance expectations in 2021, 2022 and 2023

[Costs]

All costs associated with the instrument (\$2.5 million from Feb 2021 to Sept 2023) duly paid to the World Bank

7 | UNICEF Executive Board – Informal briefing – 22 January 2024 Item 11: Private Fundraising and Partnerships: 2024 workplan and proposed budget and Update on the World Bank instrument

Thank you.

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