Private Fundraising and Partnerships: 2024 workplan and proposed budget

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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)
PFP results and targets (2018-2024)

- RR
- ORR
- ORE

<table>
<thead>
<tr>
<th>Year</th>
<th>2018 (Actual)</th>
<th>2019 (Actual)</th>
<th>2020 (Actual)</th>
<th>2021 (Actual)</th>
<th>2022 (Actual)</th>
<th>2023 LE</th>
<th>2024 (Target)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Million USD</td>
<td>691</td>
<td>658</td>
<td>720</td>
<td>755</td>
<td>713</td>
<td>680</td>
<td>710</td>
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Planned outcomes and strategic shifts for 2022-2025

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

OUTCOME 1: INCOME
- Optimizing major donor engagement

OUTCOME 2: INFLUENCE
- Scaling up digital fundraising

OUTCOME 3: INCOME & INFLUENCE
- Contributing to strengthened engagement by UNICEF in high-income countries
- Developing effective strategies for fundraising growth in new markets

OUTCOME 4: CROSS-CUTTING ENABLERS
- Scaling up innovative and alternative financing for children
2024 proposed budgets and targets

**OUTCOME 1. INCOME**
- Planned budget: $198.5 million

  - Raise over **$2 billion** from individual donors, philanthropists, membership & faith-based organisations, foundations and businesses.

**OUTCOME 2. INFLUENCE**
- Planned budget: $7 million

  - Engage with **business, foundations** and **key influencers** to leverage their expertise and core assets.

**OUTCOME 3. INCOME AND INFLUENCE**
- Planned budget: $3.5 million

  - Leverage income and influence from public and private sectors by strengthening advocacy and governance in **high-income countries** with National Committee presence and **innovative and alternative finance** for donor base diversification.

**OUTCOME 4. CROSS-CUTTING ENABLERS**
- 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.

**INCOME + INFLUENCE = IMPACT FOR CHILDREN**
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

### 2023 Approved vs 2024 Proposal

<table>
<thead>
<tr>
<th>Million USD</th>
<th>2023 Approved</th>
<th>2024 Proposal</th>
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<tbody>
<tr>
<td>OR - Other Resources - Special Purpose Ceiling</td>
<td>66</td>
<td>72</td>
</tr>
<tr>
<td>RR - Special Purpose - Investment Funds</td>
<td>85</td>
<td>85</td>
</tr>
<tr>
<td>RR - Special Purpose - Operating Costs</td>
<td>75</td>
<td>78</td>
</tr>
<tr>
<td>RR - Institutional Budget</td>
<td>15</td>
<td>15</td>
</tr>
</tbody>
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2024 proposed budget:

- Total: 250 million USD
- Regular resources expenditure: 241 million USD
- Other resources expenditure: 7 million USD
2024 summary of positions

Regular resources-funded posts
- Decrease of one post in PFP headquarters

Other resources-funded posts
- No change in PFP Regional Support Centres and Country Offices
Update on the World Bank financial instrument pilot

Key developments to date:
- Robust governance system established, and information system modified
- Obligation for repayment triggered
- Second annual impact report submitted
- Independent preliminary assessment of the instrument
- Impact report submitted
- Financial performance review as part of quality assurance and oversight
- 24 countries using funding instrument

Performance vs. Costs:

[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
Thank you.