

UNICEF Executive Board

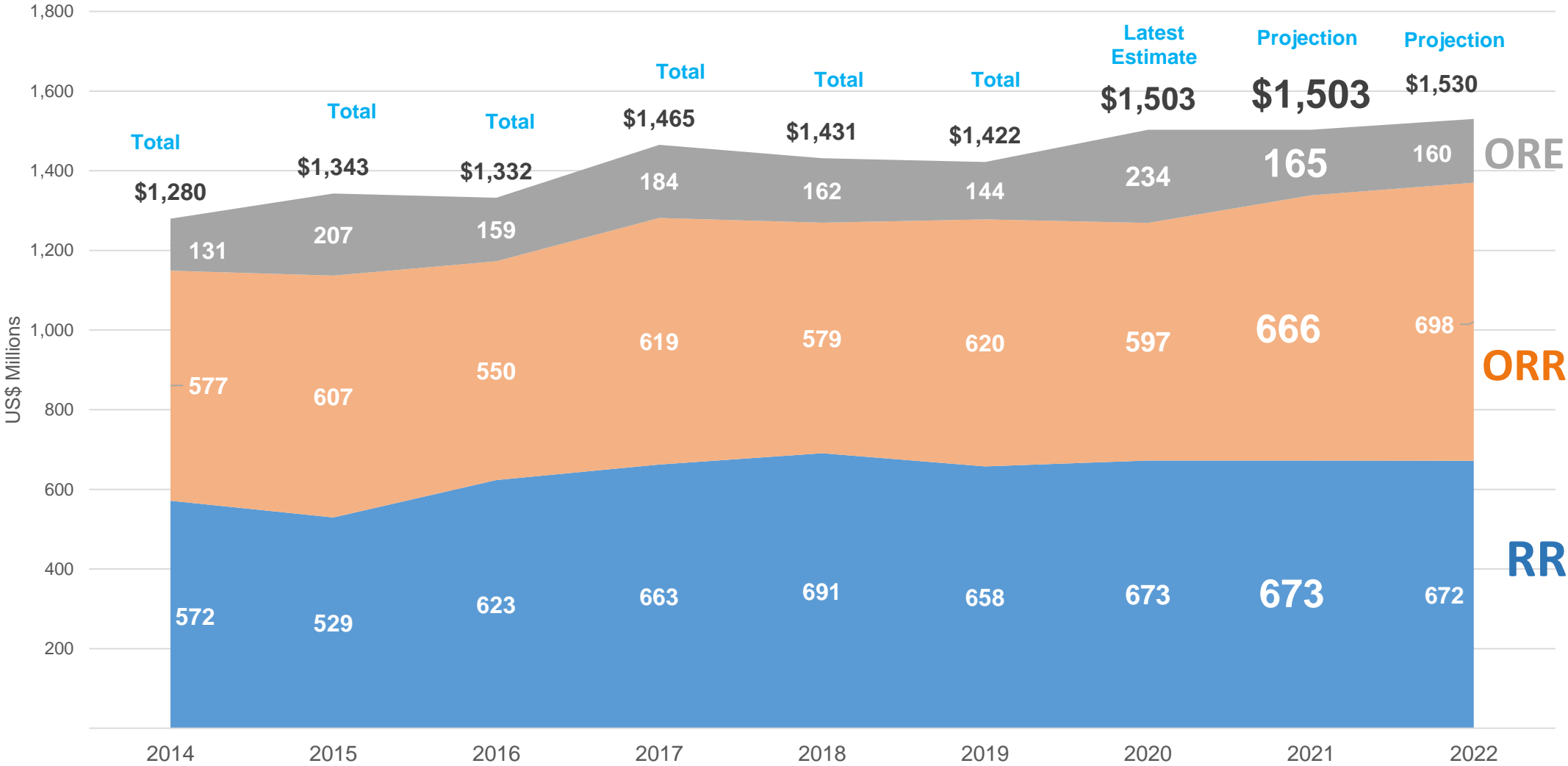
Private Fundraising and Partnerships: 2021 workplan and proposed budget

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Informal Briefing – 28 January 2021

Reference document: [E/ICEF/2021/AB/L.1](https://www.unicef.org/cebs/2021/AB/L1)

PFP results and targets



Private sector fundraising and engagement 2021 targets



Goal 1. INDIVIDUAL SUPPORTERS

- 11.3 million people donate \$905 million in 2021
- 115 million people are mobilized for children's rights, with 50 million people on the road to giving



Goal 2. KEY INFLUENCERS

- Leading philanthropic partners deliver \$387 million in 2021 to achieve transformational change for children
- Key influencers amplify UNICEF advocacy messaging on priority issues affecting children



Goal 3. BUSINESS

- Partnerships with business maximize results for children, delivering income of \$190 million
- Businesses take sustainable action to respect children's rights in all business activities and relationships
- Businesses and business stakeholders advocate for children



Goal 4. GOVERNMENTS

- Governments maintain and increase budgeting for children domestically and globally
- Governments increase action to respect, protect and fulfil children's rights domestically and globally



Goal 5. BRAND

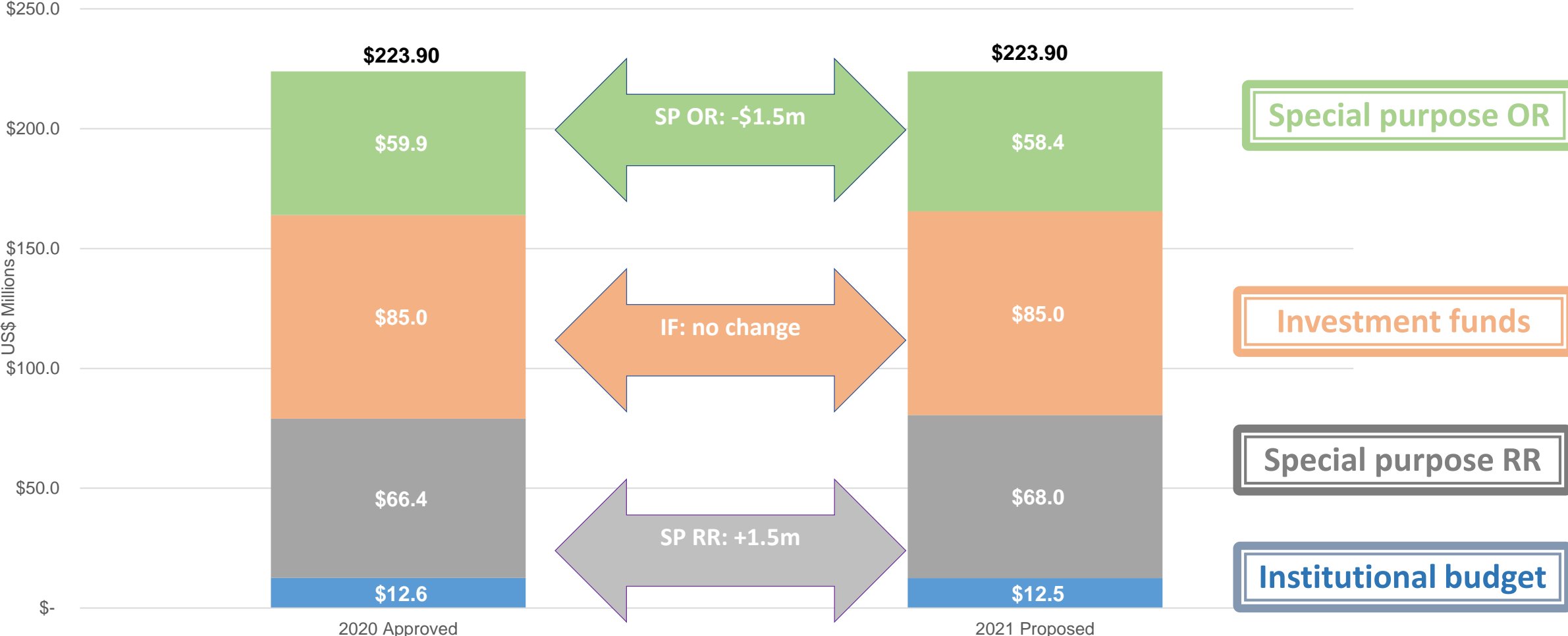
- The public has increased awareness of and familiarity with the work of UNICEF as the leading organization for children in private sector markets
- The work of UNICEF has increased recognition and the organization is viewed as one that "gets things done"
- UNICEF mobilizes audiences to take action for children in private sector markets
- UNICEF optimizes the use of compelling, engaging and emotive content to build its brand



Goal 6. ENABLERS

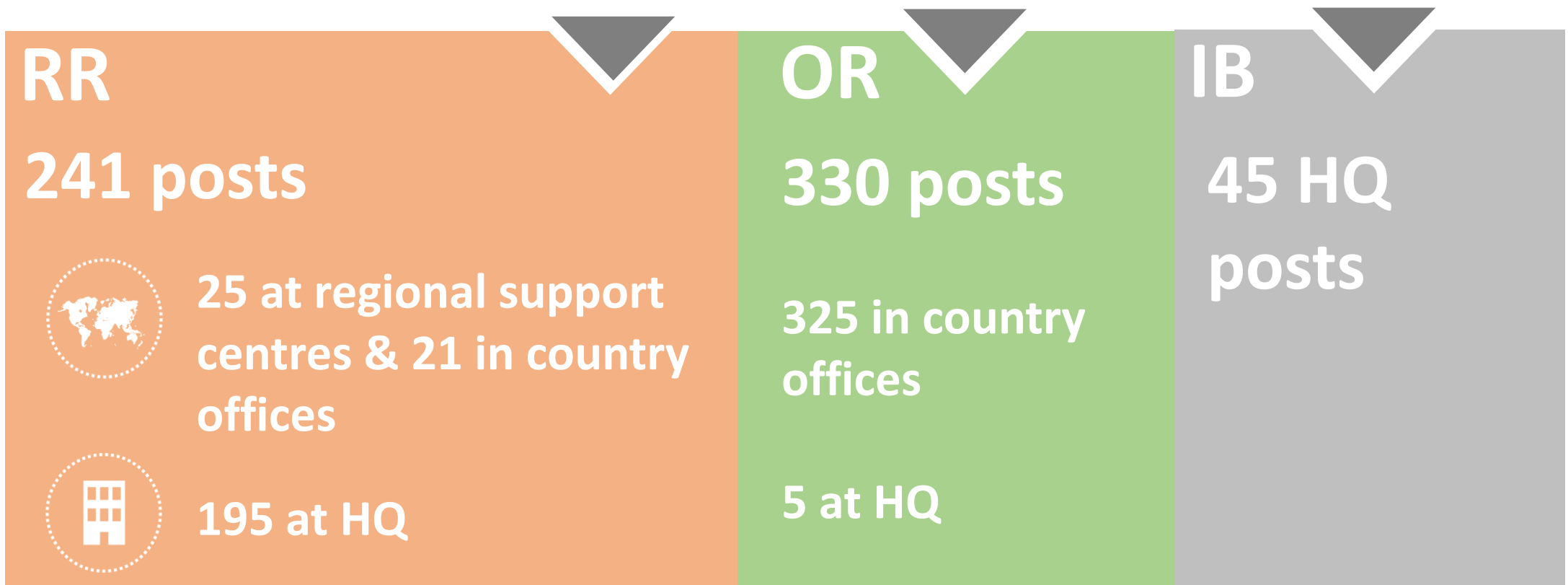
- UNICEF is fit for business, with responsive, transparent and accountable governance
- UNICEF plans and delivers as one UNICEF, with the efficient and effective management of results
- Versatile, safe and secure information systems support the delivery of the Private Sector Plan 2018–2021: IMPACT for Every Child
- The versatile staff of UNICEF and the National Committees collaborate as agents of change with the private sector

PFP 2021 proposed budget: Zero-growth



616

Proposed Private Fundraising and Partnerships posts in 2021



Strategic priorities going forward



Strategic priorities to drive growth

1

Roll out alternative financing solutions to grow investment in fundraising

2

Accelerate the supporter engagement strategy to global scale, using the power of digital technologies

3

Collaborate across UNICEF to continue the roll-out of business for results to position business as a key stakeholder in the agenda for children

4

Fulfil universality of the SDGs – programming in high-income countries, specifically National Committees to achieve results for the most disadvantaged children

unicef  | for every child

Thank you

