Private Fundraising and Partnerships: 2021 workplan and proposed budget

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UNICEF Executive Board
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Reference document: E/ICEF/2021/AB/L.1
PFP results and targets

<table>
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<th>Latest Estimate</th>
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US$ Millions

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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

2020 Approved

- SP: $12.6
- OR: $59.9
- RR: $85.0
- Investment funds: $66.4

2021 Proposed

- SP: $12.5
- OR: $58.4
- RR: $85.0
- Investment funds: $68.0

SP OR: -$1.5m
IF: no change
SP RR: +1.5m
2021 posts

616
Proposed Private Fundraising and Partnerships posts in 2021

RR
241 posts
- 25 at regional support centres & 21 in country offices
- 195 at HQ

OR
330 posts
- 325 in country offices
- 5 at HQ

IB
45 HQ posts

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Strategic priorities going forward

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
Thank you