Private Fundraising and Partnerships: Financial report for the year ended 31 December 2020

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UNICEF Executive Board – 2021 second regular session (7–10 September 2021)
Item 13: Private Fundraising and Partnerships: financial report for the year ended 31 December 2020
Reference document: E/ICEF/2021/AB/L.8
2014–2021 Results and 2021 Projections


UNICEF Executive Board – 2021 second regular session – Item 13: PFP financial report
Revenue from National Committees and Country Offices

<table>
<thead>
<tr>
<th>Year</th>
<th>CO (US$ million)</th>
<th>NC (US$ million)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>1,124</td>
<td>156</td>
</tr>
<tr>
<td>2015</td>
<td>1,148</td>
<td>195</td>
</tr>
<tr>
<td>2016</td>
<td>1,150</td>
<td>182</td>
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<tr>
<td>2017</td>
<td>1,264</td>
<td>201</td>
</tr>
<tr>
<td>2018</td>
<td>1,432</td>
<td>234</td>
</tr>
<tr>
<td>2019</td>
<td>1,422</td>
<td>186</td>
</tr>
<tr>
<td>2020</td>
<td>1,609</td>
<td>237</td>
</tr>
<tr>
<td>2021 Plan</td>
<td></td>
<td>234</td>
</tr>
</tbody>
</table>

CO CAGR: 6% 2014-2021
NC CAGR: 2% 2014-2021

CAGR – Compound Annual Growth Rate

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Private Sector Fundraising and Engagement Results by IMPACT Plan Goal

Goal 1. INDIVIDUAL SUPPORTERS
✓ Over 8.7 million people donated $1 billion
✓ 128.5 million supporters (including 8.7 million individual donors, 110.2 million digital supporters, 9.6 million volunteers)
✓ UNICEF is signing up a digital donor every 29 seconds

Goal 2. KEY INFLUENCERS
✓ Leading philanthropic partners delivered $363.1 million to achieve transformational change for children
✓ More than 1,000 philanthropists participated in virtual field trips and other events and briefed on topics affecting children, including the COVID-19 pandemic

Goal 3. BUSINESS
✓ Partnerships with business maximize results for children delivering income of $211.6 million
✓ 2,859 businesses engaged for core assets; child rights and business; and advocacy
✓ 133 million children reached through engagement with business

Goal 4. GOVERNMENTS
✓ Revenue from Government and intergovernmental organizations channelled via National Committees reached $25.2 million
✓ National Committees reported 141 changes in policies and laws at the national level

Goal 5. BRAND
✓ UNICEF kept its solid second position on spontaneous awareness, and the score on spontaneous association with children among respondents aware of the organization increased versus 2018.
✓ UNICEF’s level of trust remained stable in most countries in 2020 compared to 2018 results, a reassuring result given the large shifts in public behaviours and attitudes due to the pandemic

Goal 6. ENABLERS
✓ Quick adaptation to new ways of working in response to COVID-19 ensured that enablers continued to be well positioned to support results
✓ The first Virtual Skill Share brought together over 3,000 UNICEF and National Committee staff for knowledge and skill sharing and learning
Resource utilization, 2020 (RR funded)

2020 Approved budget: $164.0m

2020 Actual expense: $160.4m

- $3.6m

Development Effectiveness and Management
- $12.6m

Special Purpose: Investment funds
- $85.0m

Special Purpose: Other Fundraising Expenses
- $66.4m

$11.1m

$86.3m

$63.0m
Investment Funds

From $57 million invested in 2016
From $71 million invested in 2017
From $86 million invested in 2018
From $95 million invested in 2019
From $77 million invested in 2020

Excludes innovation funds and long-term legacy investment and revenue.
Strategic Priorities Going Forward

1. Scaling up digital fundraising (as the largest acquisition channel for new donors)
2. Accelerating financing for children, including innovative finance, blended finance and public-private partnerships
3. Sustainably supporting key ‘frontier markets’ transitioning from middle- to high-income status to ensure the continued fulfilment of the universality of the SDGs and the CRC
4. Tapping into the highest-value channels at the very top of the philanthropic pyramid
Thank you.