

Private Fundraising and Partnerships: 2022 workplan and proposed budget

unicef 
for every child

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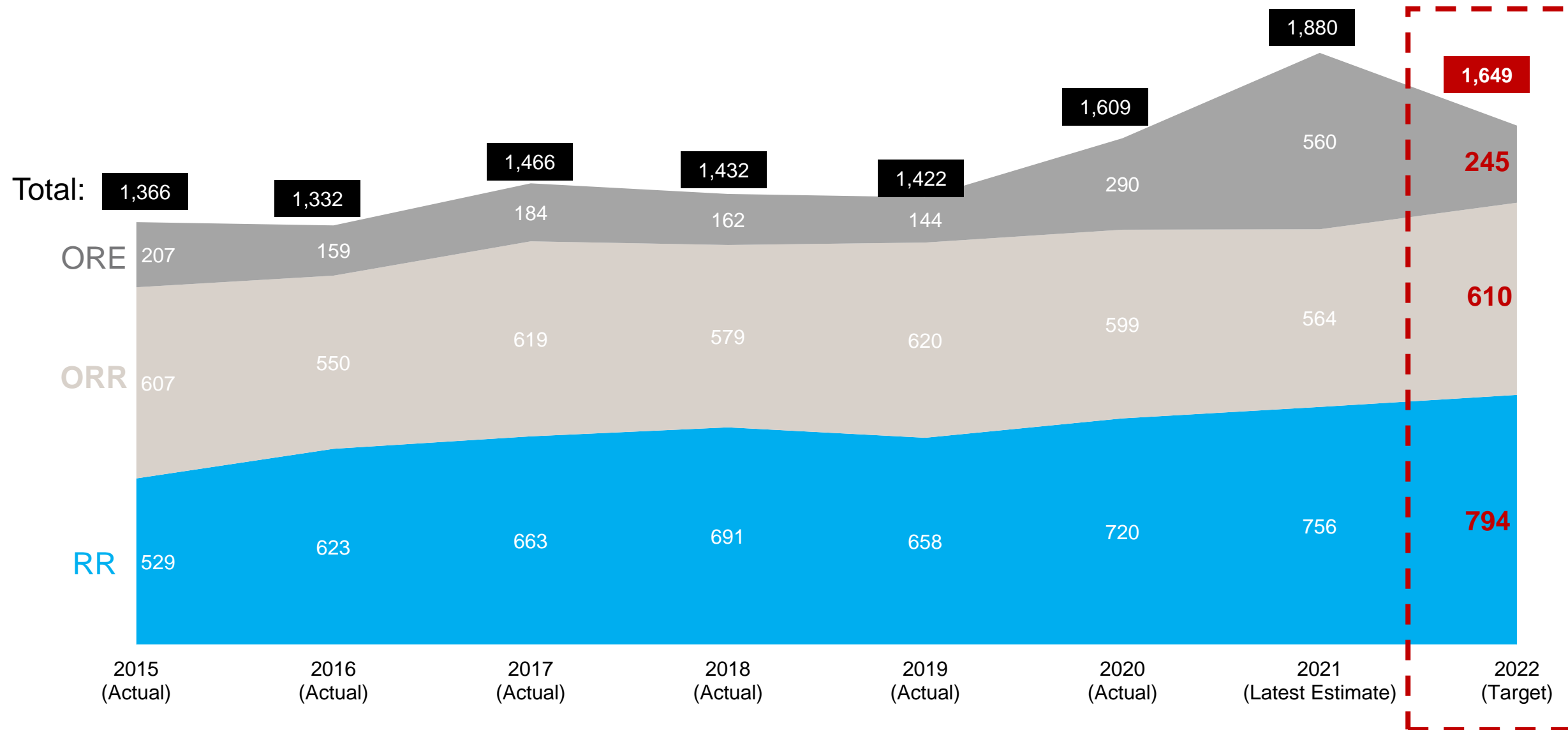
UNICEF Executive Board – Informal briefing – 25 January 2022

Item 11: Private Fundraising and Partnerships: 2022 workplan and proposed budget

Reference document: [E/ICEF/2022/AB/L.1](#)



PFP Results and Targets



Strategic Priorities for 2022–2025



Scaling up
digital fundraising



Working with **business** to deliver results for children, also to leverage their **non-financial resources**



Optimizing **major donor** engagement



Identifying and scaling up
financing for children



Identifying new, effective strategies for **fundraising growth in frontier markets** and accelerating them



Contributing to strengthened engagement by **UNICEF in high-income countries**

Private Sector Fundraising and Partnerships targets (2022)



Income from Private Sector

Total: \$1.65 billion

- **\$1.1 billion** in revenue from **10.6 million** individual donors:
 - \$745 million from pledge donors
 - \$212 million from cash donors
 - \$103 million from legacies
- **\$186 million** from philanthropists and membership-based organizations;
- **\$165 million** from foundations;
- **\$208 million** from businesses;



Income and Influence from



Public and Private Sector

- **Governments** at all levels in countries **with National Committee** presence deliver on **UNICEF priorities** for children both **domestically and globally**;
- **Public and private partnerships and financing instruments** with private sector investors, philanthropists and multilateral donors catalyzed;



Influence from Private Sector

- **22.8 million** individuals supporting children's rights and on the road to giving;
- Business sector **expertise, innovation, data and core assets** leveraged;
- **Reach and impact** of key influencers, foundations and multi-stakeholder platforms mobilized;
- Businesses and business stakeholders **advocate** for children and take **sustainable action** to respect children's rights in all business activities and relationships;



Cross-cutting enablers

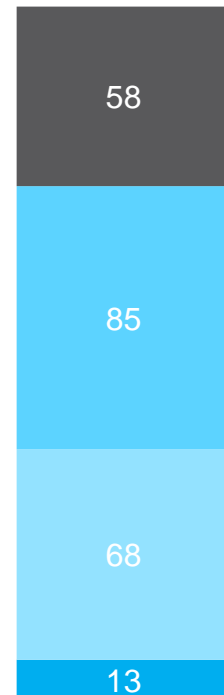
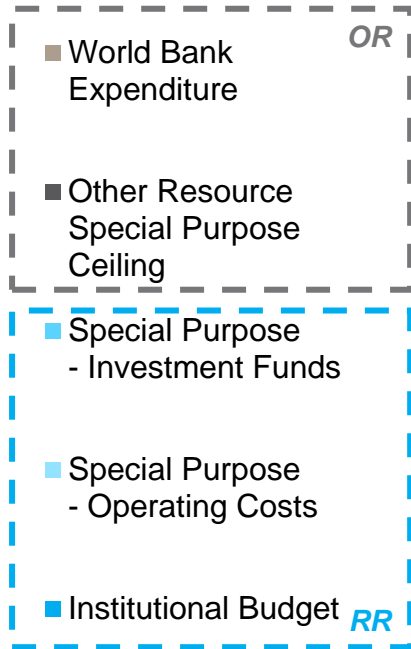
- **UNICEF business model** enables effective partnership and engagement to accelerate income and influence to generate impact for children and young people;
- **Governance, internal communication, marketing and knowledge management** strengthened;

PFP 2022 Proposed Budget

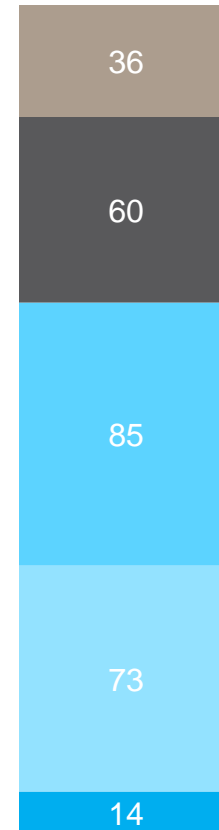
Total:

224 million

267 million



**2021
Approved**



**2022
Proposed**

- **Regular resources expenditure**
 - All increases due to increases in standard costs
- **Other resources expenditure**
 - \$2 million increase in ceiling related to revenue generation
 - \$36 million World Bank Fund projected expenditure included in PFP workplan for first time

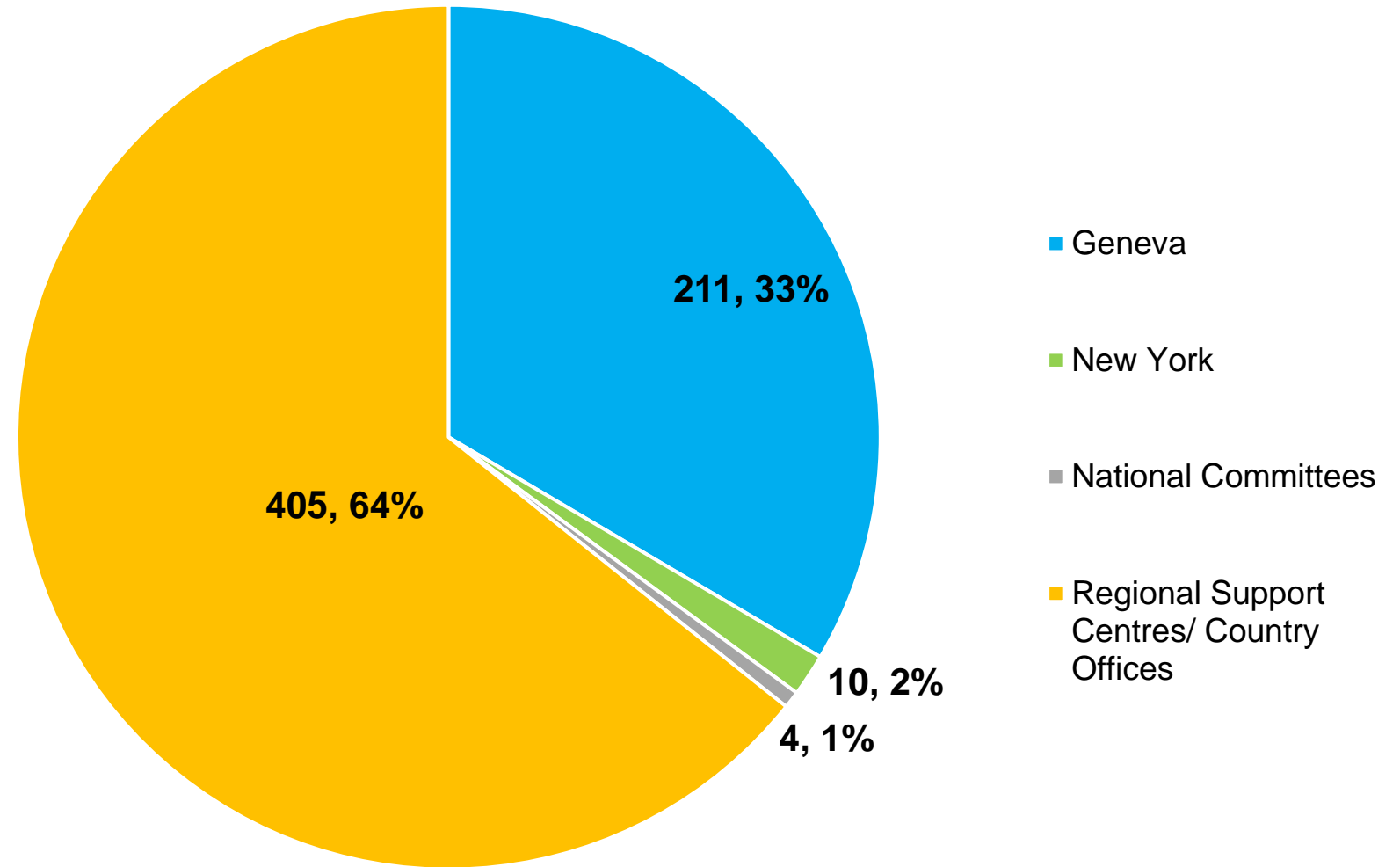
2022 Post Changes – Six more OR-funded posts

- Regular resources-funded posts

* No increase

- Other resources-funded posts

* Six posts approved by Regional Directors



Update on Alternative/ Innovative Finance

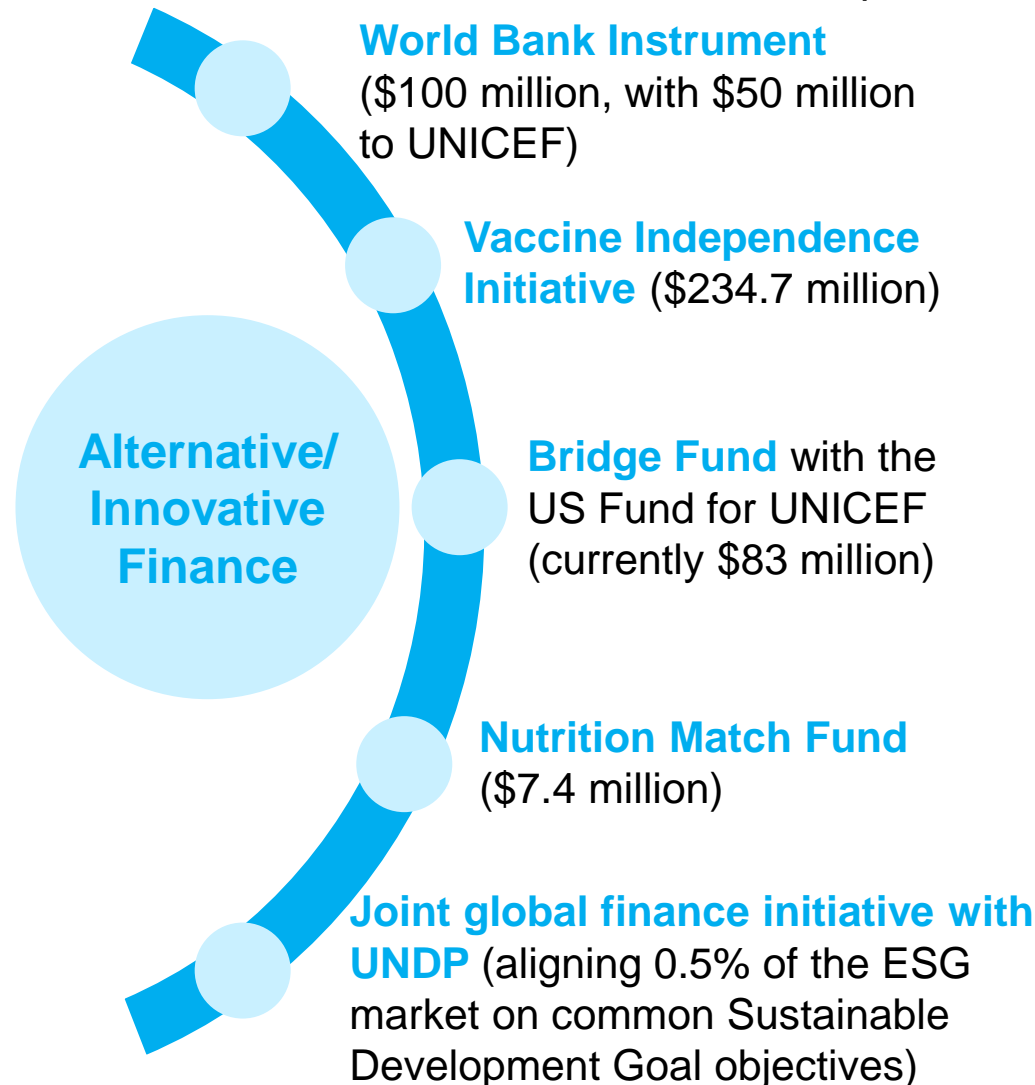
Background

Financing gap for Sustainable Development Goals

Negative consequences of COVID-19

Expected shifts in volume and scope of traditional sources of aid

Alternative/ Innovative finance and its examples



Ways forward

Finalizing vision and strategies

- **Align \$20 billion in environmental, social and governance (ESG) investments towards child-centred priorities** during 2022-2025;
- Leveraging an **additional \$3 billion** towards investments in **UNICEF-driven alternative/innovative finance solutions** (about \$500 million flowing through UNICEF)

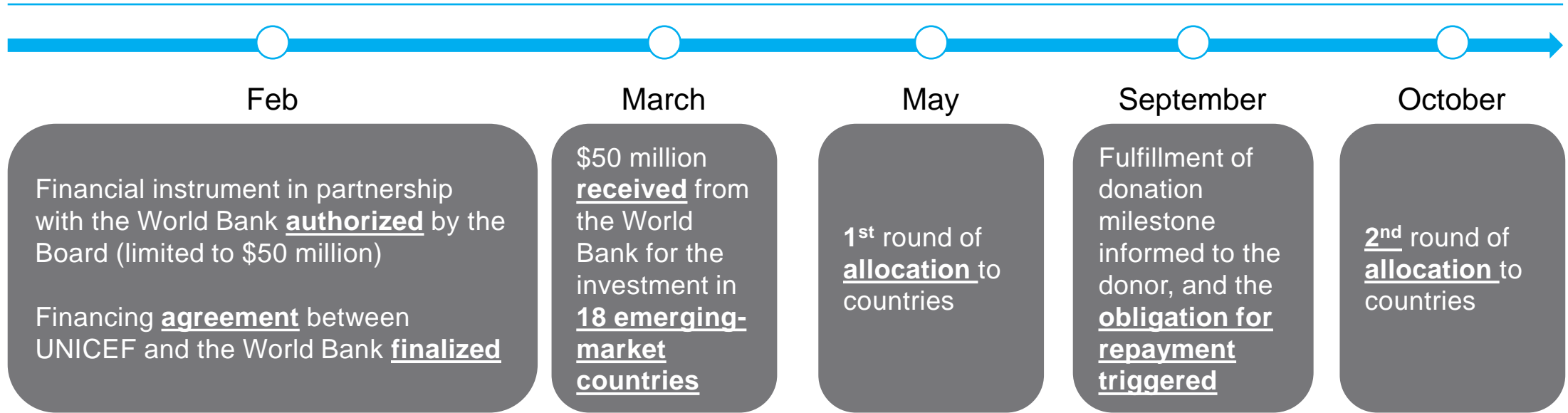
Addressing implementation hurdles

- Seek **the approval of the General Assembly** as per the opinion of the United Nations Office of Legal Affairs;
- Build an **agile, streamlined** internal governance, financial rules and regulations and operational framework within UNICEF;
- Establish an **innovative finance hub** within the Office of Innovation;

Update on the World Bank Instrument

2021

Progress to date



Performance vs. Costs

[Performance]

- UNICEF has **met its full repayment obligation** to the World Bank under the financing agreement
 - The cumulative donations to UNICEF** from the private sector pledge donors in the target emerging-market countries had **exceeded \$50 million** in the period March to June 2021

[Costs]

Total costs (\$589,750)

$$\begin{aligned}
 & \text{Underwriting costs } (\$62,500) \\
 & + \\
 & \text{World Bank administrative expenses } (\$50,000) \\
 & + \\
 & \text{A first interest instalment payment } (\$477,250) \\
 \hline
 & =
 \end{aligned}$$

Thank you.



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