

First Session of the UNICEF Executive Board

08 – 11 February 2022

Intervention by the Chair of the Standing Group of National Committees to Item 11: Private Fundraising and Partnerships: 2022 Workplan and Proposed Budget

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Executive Director Russell, Mr. President, distinguished delegates,

Thank you, Carla, for your great presentation! National Committees join the Private Fundraising and Partnerships Division and Country Offices in celebrating the incredible estimated results of 2021 and we look forward to joining forces to achieve the 22 proposed goals.

I would like to use my brief remarks for two purposes.

First, to add to the excellent supporting document for this present discussion, and secondly to make a proposal for the next in-person session of the UNICEF Executive Board.

Let me start with the supporting document.

Since 2016, National Committees have been the largest source of Regular Resources to UNICEF, public and private sources included. In fact, we are responsible for about 50% of such unearmarked funds, which are described by the UNICEF Fundraising Compendium as the “life-blood” of the organization. Of the top 20 Regular Resource donors, 10 are National Committees and the other 10 are countries with a National Committee presence.

According to the latest estimates for 2021, the Committees are once again expected to break financial records. Of the total Private Sector net income of 2.1 billion dollars, more than 1.5 billion were generated by National Committees.

Even though we are discussing private sector results, we could not possibly miss the opportunity to mention our governments, represented by many distinguished delegates today. They are responsible for approximately 88.5% of the total government contribution to UNICEF. We share more than a territory. We share a common passion to make the world better for every child.

Also in my statement yesterday, I affirmed that one of the most important principles in the special partnership between National Committees and UNICEF is the fact that we are “One UNICEF”.

National Committees and the Private Fundraising and Partnerships Division are the closest of collaborators, and we appreciate seeing our financial results well reflected in UNICEF’s books. But as impressive as the numbers may be, they are not able to describe our role and our share in the daily actions that lead to these results.

Based on the knowledge in our markets, needs, cultural nuances and the best approach to our public we develop our strategies. We are audience centric.

It is National Committees and Country Offices that are on the ground generating income, raising revenue, engaging with donors, retaining, uplifting and acquiring new major donors, growing and nurturing corporate partnerships, doing advocacy. **In the National Committee case in particular, we bear the majority of costs of fundraising and advocacy activities, and also self-invest in areas proven to deliver great returns for children.**

While sharing experiences and knowledge as much as we can, we would encourage more cross-fertilization and more seamless exchanges among staff that could potentially improve mutual understanding and strengthen functions globally.

Finally, let me close my statement with a proposal.

In 2008, National Committees organized a special session alongside one of the UNICEF Executive Board meetings, which was very well received by all participants. Mr. President, very respectfully, we would like to put forth a proposal to do the same in the next in-person meeting of this Executive Board. It will be an opportunity to examine some of our key markets, our strategies, challenges and operations, and have a deeper discussion about how we can collaborate even further to achieve results for children.

Thank you!

Suzanne Laszlo

Chair of the Standing Group of National Committees