

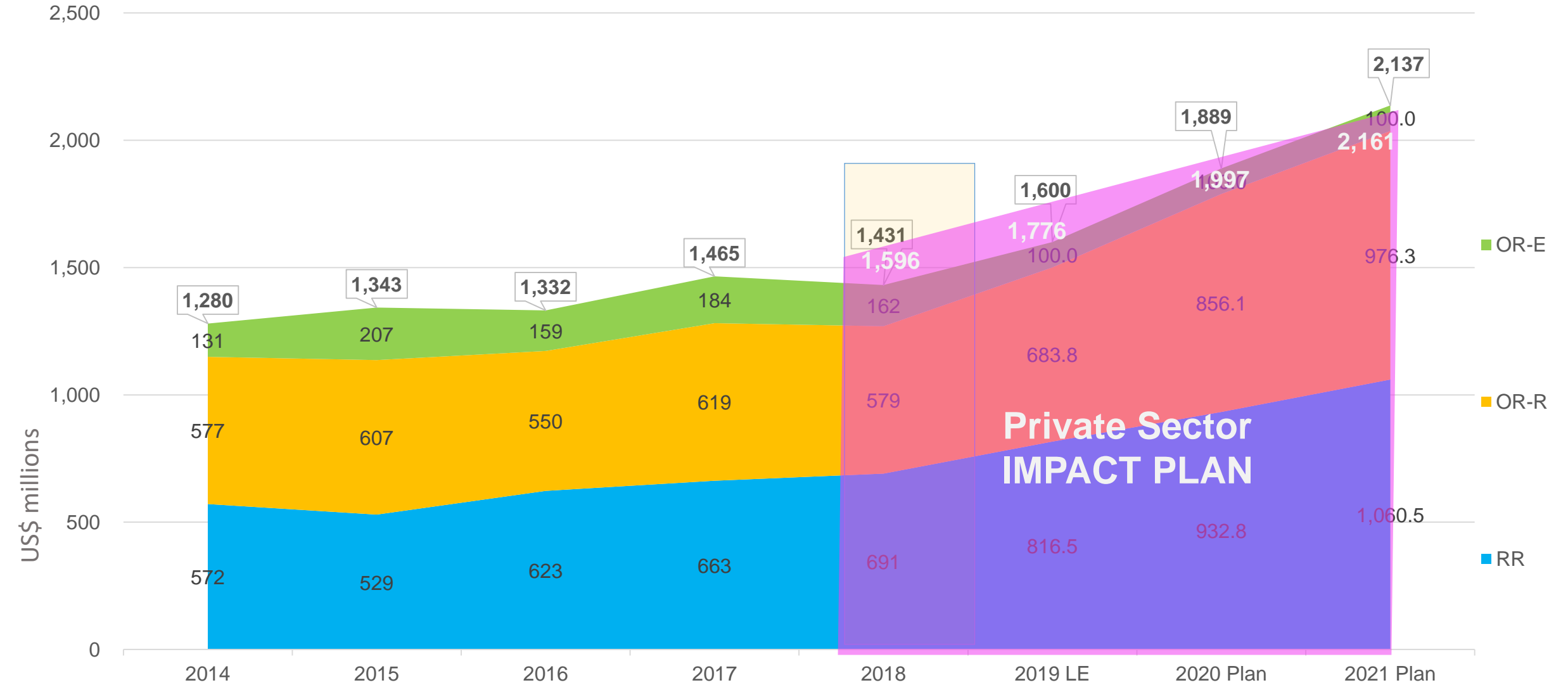


Informal Session of the
UNICEF Executive Board
20 August 2019

**Private
Fundraising:
Financial Report
for the Year
Ended 31
December 2018**

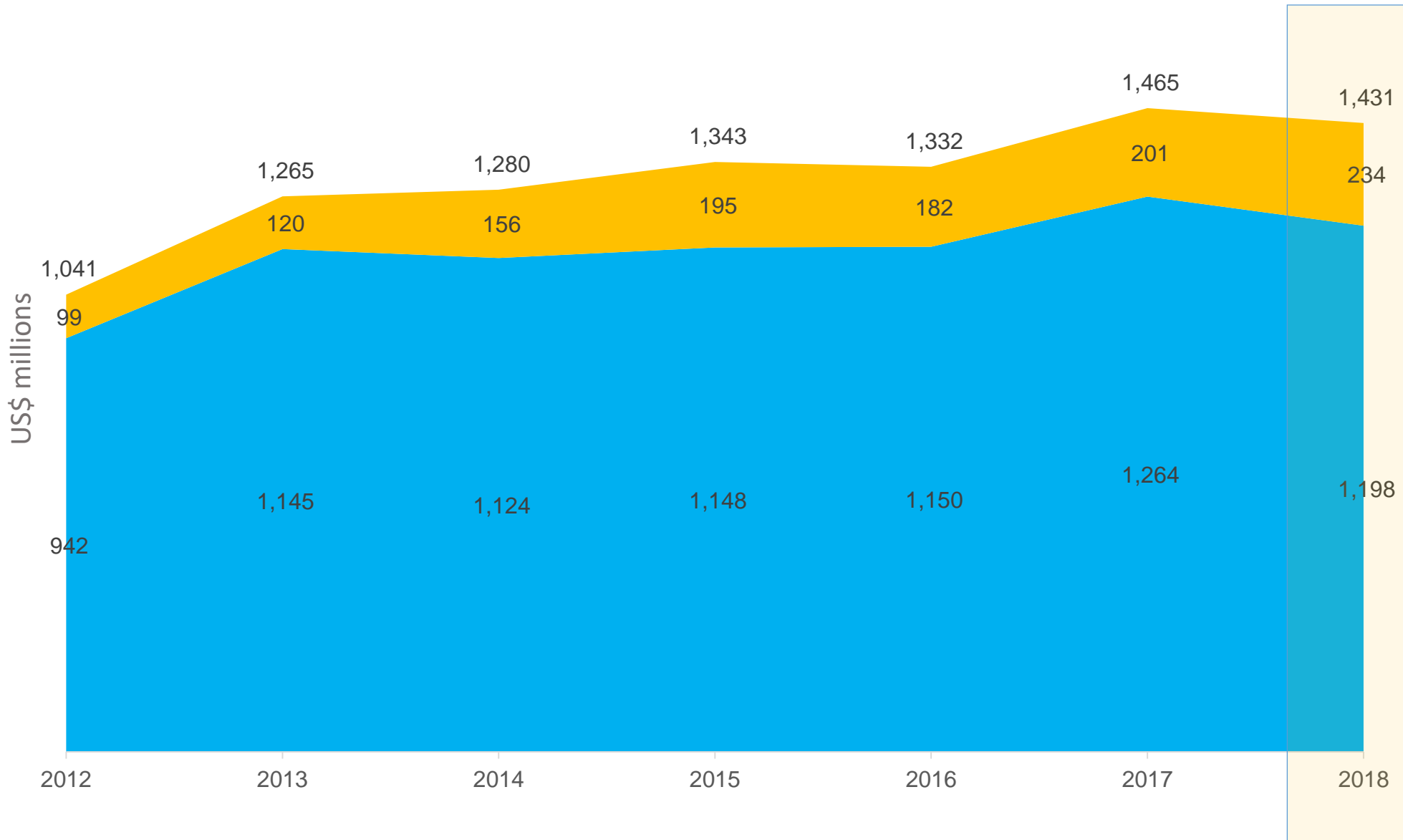
Gary Stahl, PFP Director

2014-2018 Results and 2019-2021 Projections



*2019 estimates are the latest projections provided by National Committees and country offices

Revenue from National Committees and Country Offices



CO

Country offices

15%

CARG 2012-2018

NC

National Committees

4%

CARG 2012-2018

Private Sector Engagement Achievements

Business

- 105 million children reached
- 2,490 businesses and institutions worked with 57 UNICEF offices in 2018
- 8 priority SVPs: Amadeus, Arm, H&M, FCB, LEGO, LIXIL, Microsoft, Unilever

Individual Supporters

- UNICEF engaged 79.4 million of its goal of 100 million supporters by 2021, including 3.5 million children through Natcom CRE initiatives

Governments

In 2018, National Committees reported 45 child rights laws and 76 policies adopted at the national level

Key Influencers

3,911 Key influencers amplify UNICEF's messaging
Leading philanthropic partners raised \$374.7 million for programmes for children.



PFP 2018 Expenditure vs. Approved Budget (RR Funded)

2018 approved expenses: **\$182.4**

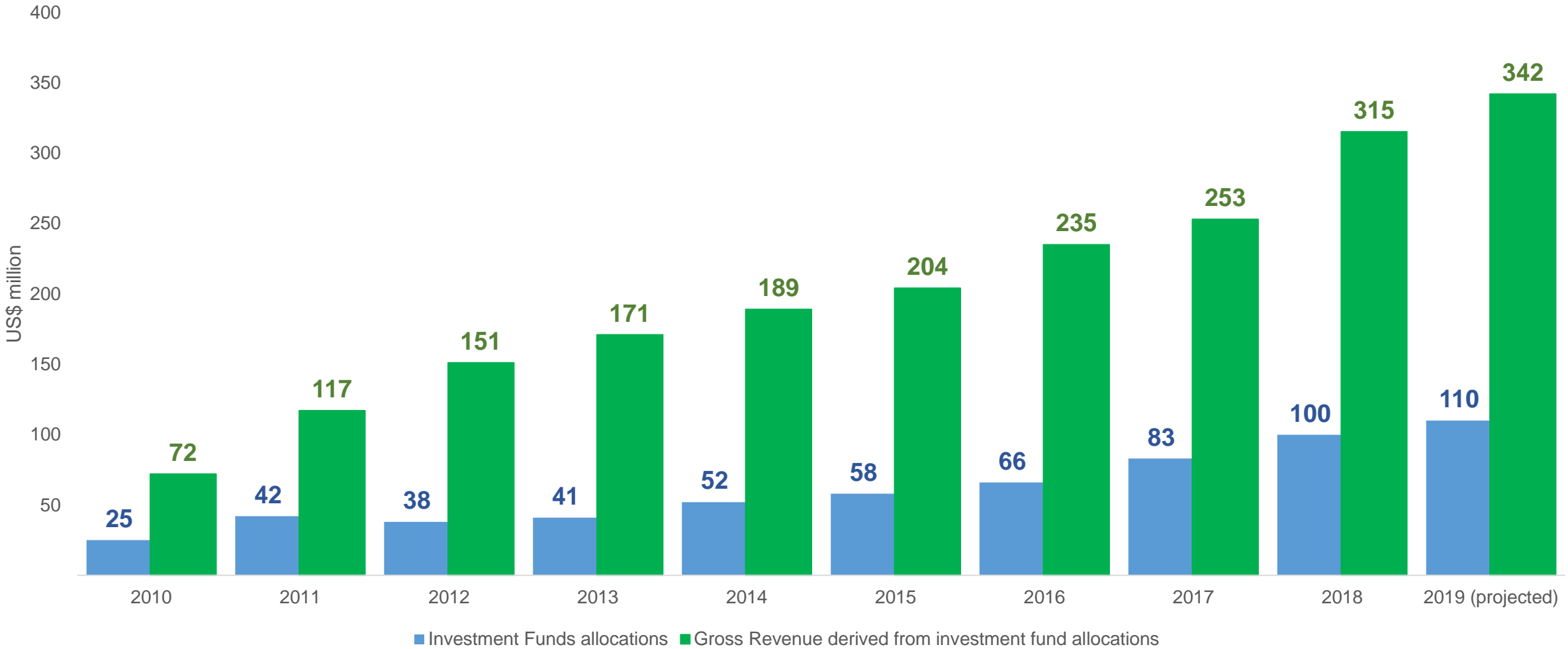
2018 actual expenses: **\$164.8**



Operating Expenses/revenue ratio: 4.9%
(excluding investment funds)

Operating Expenses/revenue ratio: 4.3%
(excluding investment funds)

Investment Funds



Strategic Priorities Going Forward



Strategic Priorities to Drive Growth

1

Redouble our efforts to grow private sector fundraising, particularly from individuals

2

Innovate, share and scale

3

Supporter Engagement Strategy as a means to building a more engaging and emotional experience for supporters

4

Focus on key areas for growth and emerging markets

5

Business for Results initiative to encourage the entire organization to develop the knowledge and skills to engage with the world of business

Thank you

