

UNICEF Executive Board
Informal Session
2019 Work Plan and
Proposed Budget:
Private Fundraising and
Partnerships

Gary Stahl,
PFP Director

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private
fundraising
and partnerships



PRIVATE SECTOR PLAN 2018-2021: AREAS FOR ACCELERATION

5 UNICEF SP
CHANGE
GOALS



Every child
survives and
thrives



Every child
learns



Every child is protected
from violence and
exploitation



Every child lives in a
safe and clean
environment



Every child has an
equitable chance in
life

4
UNICEF'S
Change
Strategies

Win support for the
cause of children from
decision makers and
the wider public
(Regular resources)

Mobilize and leverage
resources and
partnerships for
children

Leverage the power of
business and markets
for children
*(Other Resources and
results for children)*

4 AUDIENCE
GOALS



INDIVIDUAL SUPPORTERS



KEY INFLUENCERS



BUSINESS



GOVERNMENTS

2
FOUNDATION
/
ENABLERS

BRAND

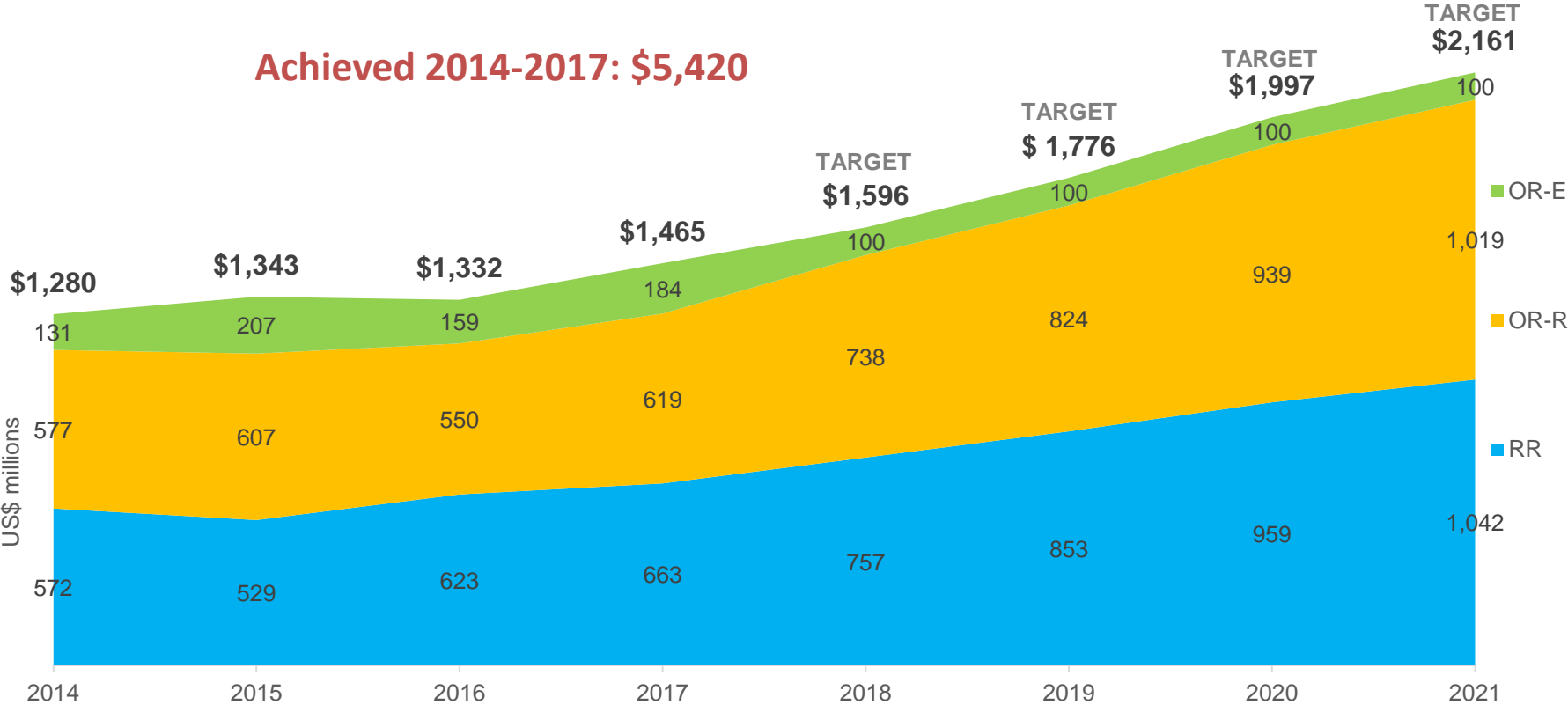
UNICEF WAYS OF WORKING

PFP Results 2014-2017 and 2018-2021 Targets

Target 2014-2017: \$5,175

Target 2018-2021: \$7,530

Achieved 2014-2017: \$5,420



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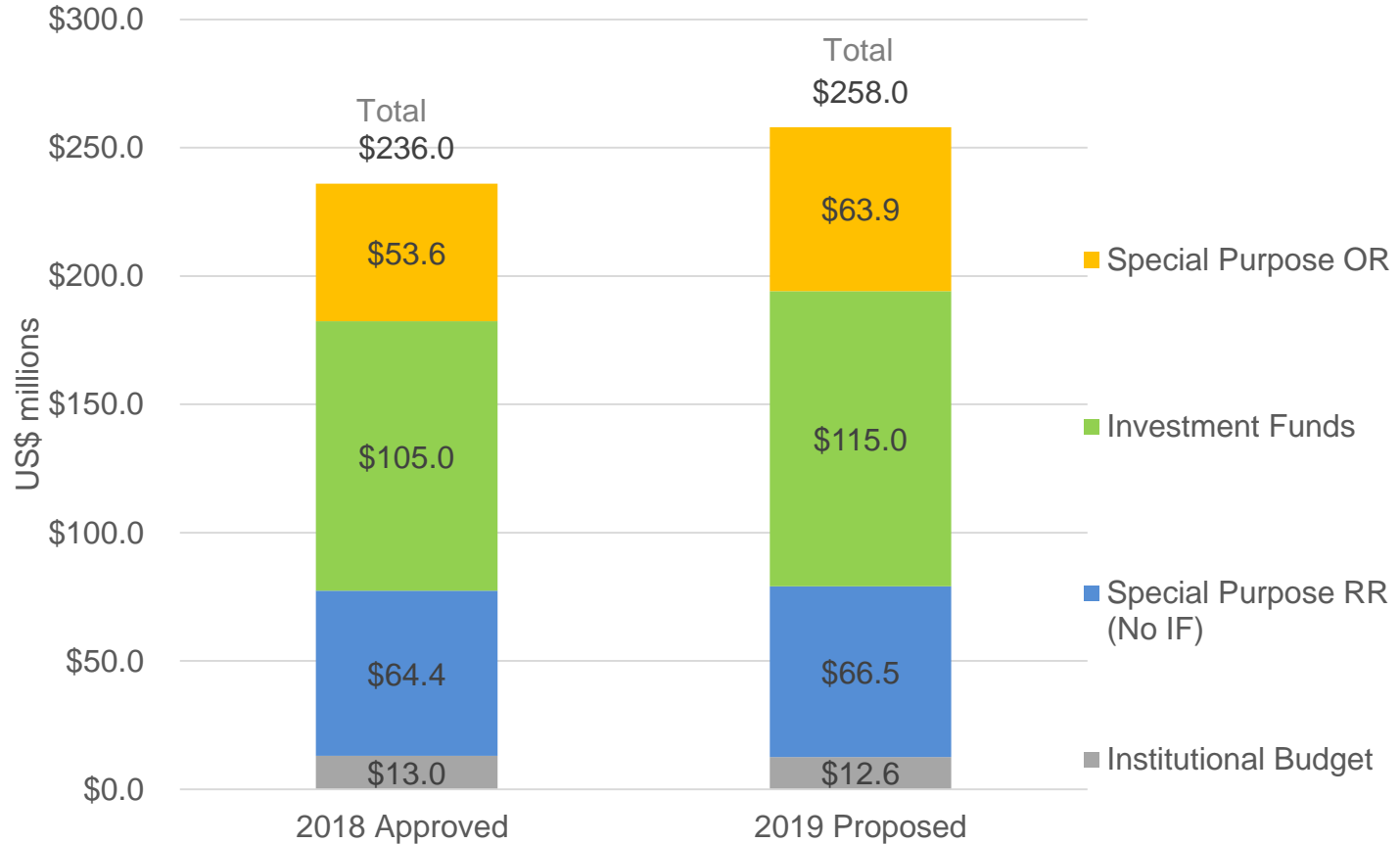
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UNICEF WAYS OF WORKING


PFP 2019 Proposed Budget




2019 Post Changes

491
Proposed posts in 2019

RR
219 posts

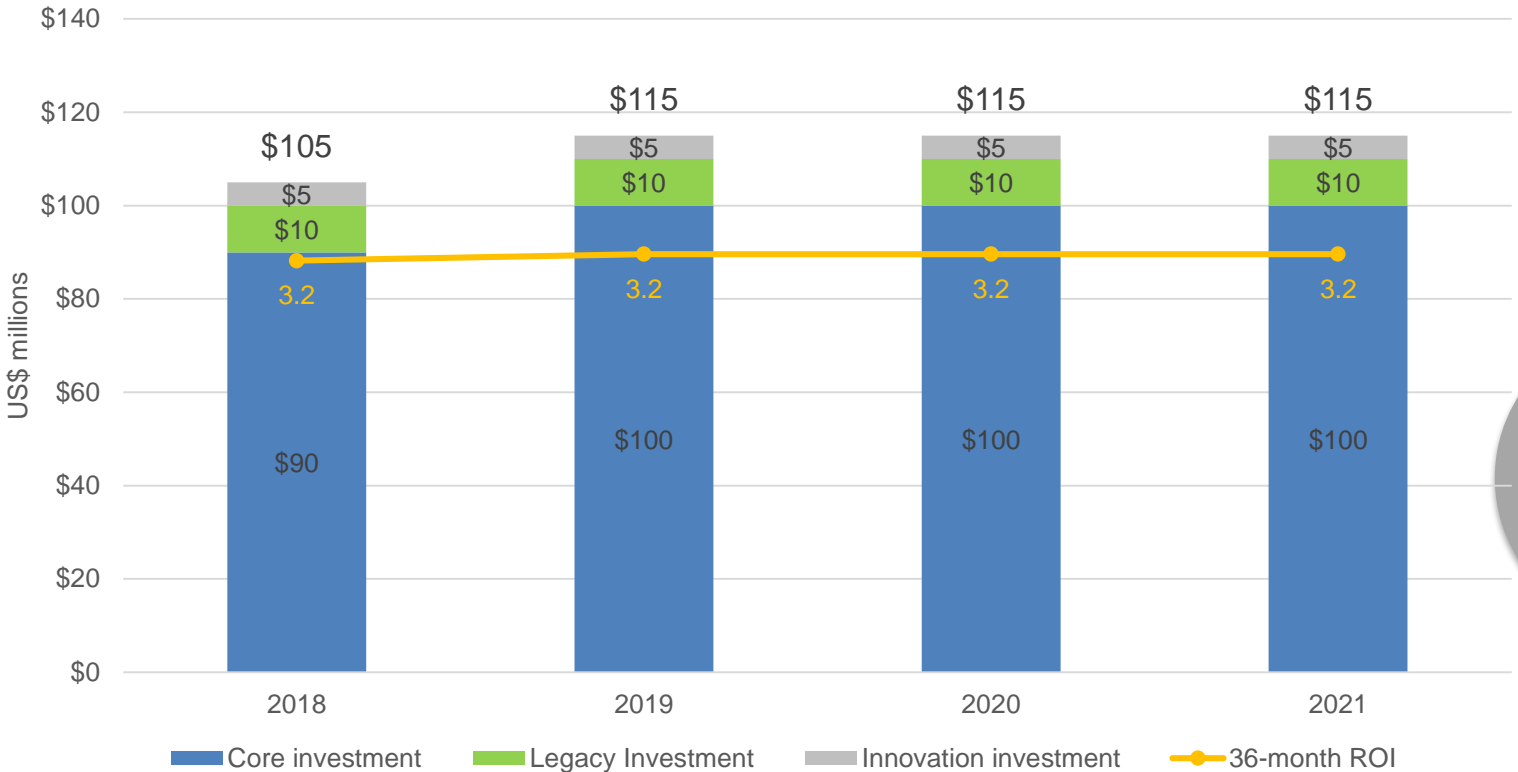
 41 at RSCs & COs

 178 at HQ

OR
228 CO posts

IB
44 HQ posts

Investment Funds 2018-2021



2021
 Predicted
 Return on
 Investment =
 3.2 to 1

Notes:

- Revenues depicted here are only estimates. Returns on investments will vary in timing, depending on campaign start and investment type.
- Revenues in a calendar year are derived from cumulative investments in 36 months prior.
- Matching or partially matching investments made by countries, and attributed revenues, are not depicted here.

Summary of Key Priorities in 2019

Accelerate efforts and investments on the markets with the highest growth potential, especially individual giving

Develop and test strategies for innovative models to acquire 100 million supporters by 2021

Accelerate private sector partnerships with business & foundations, with a focus on Shared Value Partnerships

