Private fundraising: financial report for the year ended 31 December 2013

Gérard Bocquenet, PFP Director
Informal Session of the UNICEF Executive Board
27 August 2014
Presentation Outline

1. UNICEF private sector operations network
2. Performance in 2013
3. Key initiatives to improve results
   • Investment Funds
   • Efficiency & Effectiveness
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36 National Committees raise over $1.14 billion in contributions for UNICEF
50 country offices add another $114 million in contributions, mostly from the 25 country offices with structured private sector operations.
Private Fundraising and Partnerships Division and Regional Support Teams in Bangkok, Panama and Nairobi
1. UNICEF private sector operations network
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   • Efficiency & Effectiveness
Revenue Trend from the Private Sector

UNICEF PFP Revenue* Trend in Millions US$ (Source: PFP Financial Report)

TOTAL
US$ 1,265 millions

OR-E
US$ 195 millions

OR-R
US$ 482 millions

RR
US$ 588 millions

* Note: The revenue trend chart shows the historical data from 2003 to 2013.
Private Sector 2013 Performance

<table>
<thead>
<tr>
<th>US$ Million</th>
<th>2012 Actual</th>
<th>2013 Approved</th>
<th>2013 Actual</th>
<th>2013 Actual vs. 2012 Actual</th>
<th>2013 Actual vs. Approved</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>1,041</td>
<td>1,084</td>
<td>1,265</td>
<td>22%</td>
<td>17%</td>
</tr>
<tr>
<td>RR</td>
<td>582</td>
<td>572</td>
<td>588</td>
<td>1%</td>
<td>3%</td>
</tr>
<tr>
<td>OR</td>
<td>459</td>
<td>512</td>
<td>677</td>
<td>47%</td>
<td>32%</td>
</tr>
<tr>
<td>OR Regular</td>
<td>376</td>
<td>448</td>
<td>482</td>
<td>28%</td>
<td>8%</td>
</tr>
<tr>
<td>OR Emergency</td>
<td>83</td>
<td>64</td>
<td>195</td>
<td>135%</td>
<td>205%</td>
</tr>
</tbody>
</table>
PFP 2013 Expenditures vs. Approved Budget

2013 Approved = $132.4 million

- HQ Operating Expenses $88 mil.
- Field Offices Expenses $7 mil.
- Investment Funds $37.4 mil.

2013 Actual = $118.8 million

- HQ Operating Expenses $71.6 mil.
- Field Offices Expenses $6 mil.
- Investment Funds $41.2 mil.

Expenses/Revenue ratio = 9% (excluding Investment Funds)

Expenses/Revenue ratio = 6% (excluding Investment Funds)
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Private Fundraising and Partnerships Plan 2014-2017
Revenue targets – on track

2017 Target
TOTAL
US$ 1,455 millions

OR-E
US$ 70 millions

OR-R
US$ 610 millions

RR
US$ 775 millions


2014 Latest Estimate
TOTAL
US$ 1,199 millions
PFP Investment Funds

• Enables National Committees and UNICEF country offices to take advantage of fundraising opportunities that are beyond their resources

• Supports testing, roll-out and scaling up of successful fundraising activity

• Proven success in using investment funds to drive growth in revenue
Pledge Contributions (before deduction of National Committee expenses), 2009–2013

Pledge Contributions US$ millions

- 2009: $369
- 2010: $424
- 2011: $459
- 2012: $557
- 2013: $594
Efficiency and effectiveness of PFP operations

PFP structure and resources aligned with the 2014-2017 Plan:

• A more cost-efficient model for the Cards and Products business
• A more integrated approach to private sector partnerships
• Increase investments in pledge, digital and country office fundraising

Continued review of all cost elements of PFP operations
Informal Session of the UNICEF Executive Board

Thank you