

**UNICEF Executive Board
Informal Session**

First Regular Session

2018 Work Plan and
Proposed Budget:

Private Fundraising and
Partnerships

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PFP Director

16 January 2018



private
fundraising
and partnerships



Presentation outline

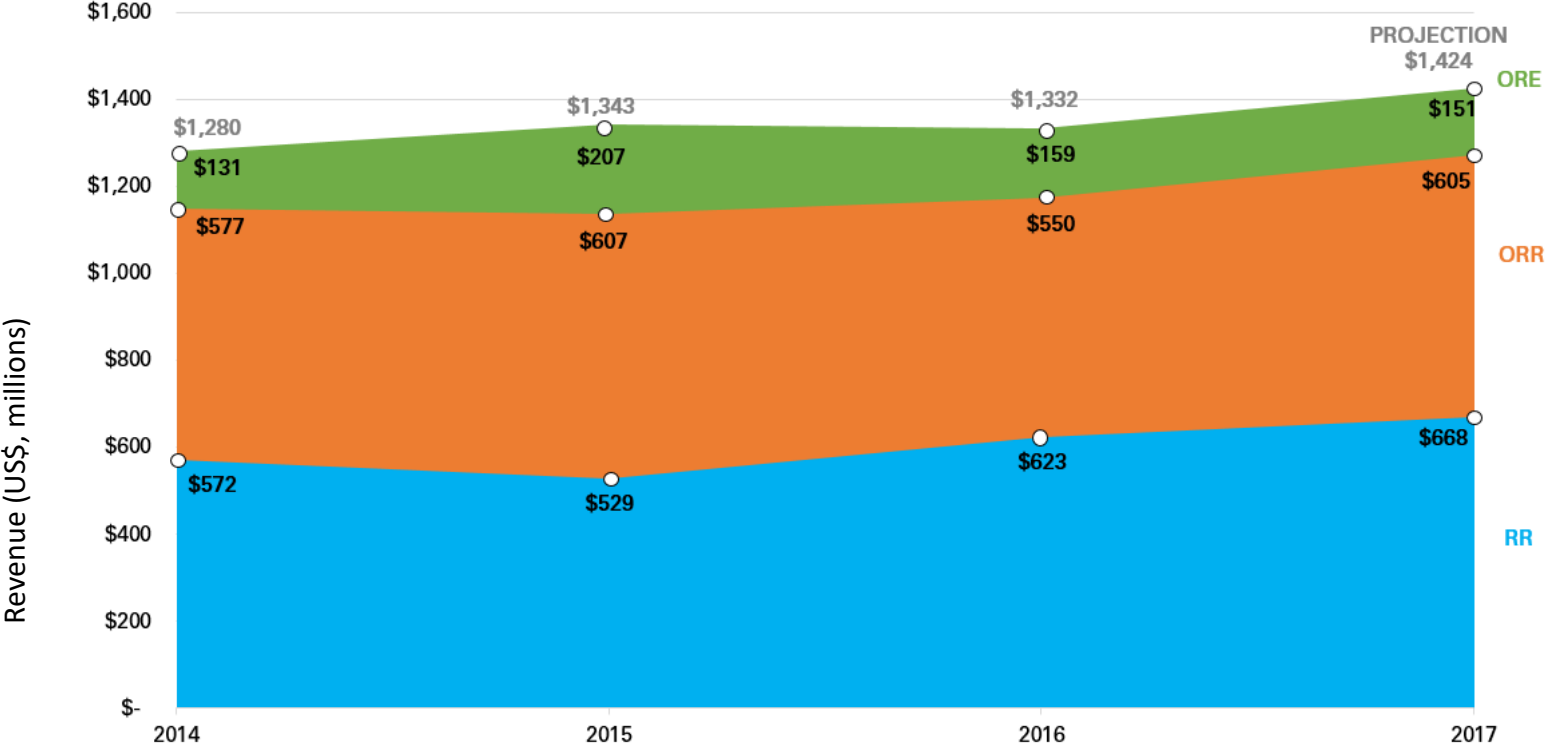
1. PFP Results 2014-2017
2. Planning for 2018-2021
3. PFP Targets 2018-2021
4. Investment Funds 2017-2021
5. PFP 2018 Proposed Budget
6. 2018 Post Changes
7. 2018-2021 Priorities



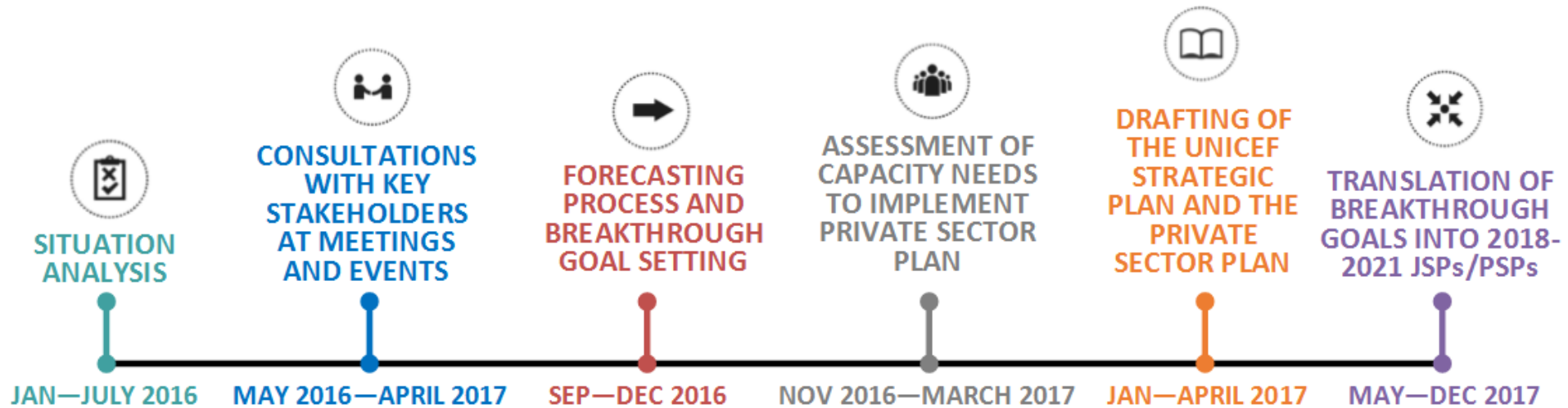
PFP Results 2014-2017 (net)

Target 2014-2017: \$5,175

Achieved 2014-2017: \$5,379



Situation Analysis and Planning for 2018-2021



PRIVATE SECTOR PLAN 2018-2021: TOP LINE ASPIRATIONAL TARGETS

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

UNICEF SP
HOW
STRATEGIES

3: Winning support for the cause of children from decision makers and the wider public

4: Develop and leverage resources and partnerships for children

5: Harness the power of business and markets for children

AUDIENCE
GOALS



INDIVIDUAL SUPPORTERS
100 million people are changing the world with UNICEF through their voices and donations



KEY INFLUENCERS
Impact and effectiveness of key influencers is maximized to advance children's rights and well-being, in accordance with UNICEF priorities through meaningful and effective relationships



BUSINESS
The power, reach and influence of business for children is harnessed



GOVERNMENTS
Governments at all levels in countries with a NatCom presence deliver on UNICEF priorities for children, both domestically and globally, including through the implementation of the Cause Framework

AUDIENCE
OUTCOMES

- 100 million people (including children) are mobilized for children's rights, with 50 million people on the road to giving
- 14 million people are donating **\$1.7 billion annually by 2021**

- Key influencers engage their voice in delivering on child rights, amplifying UNICEF's advocacy messaging on priority issues
- Leading philanthropic partners commit to working with UNICEF and investing **\$787 million annually by 2021** to achieve transformational change for children

- Partnerships with business maximise results for children delivering income, influence, reach, CRB, and/or core business and assets (raising **\$273 million** for UNICEF annually by 2021)
- Businesses take sustainable action to respect children's rights in all business activities and relationships
- Business and business stakeholders advocate for children

- Governments maintain and increase budgeting for children domestically and globally
- Increased action by government to respect, protect and fulfil children's rights nationally and globally

FOUNDATION/
ENABLERS

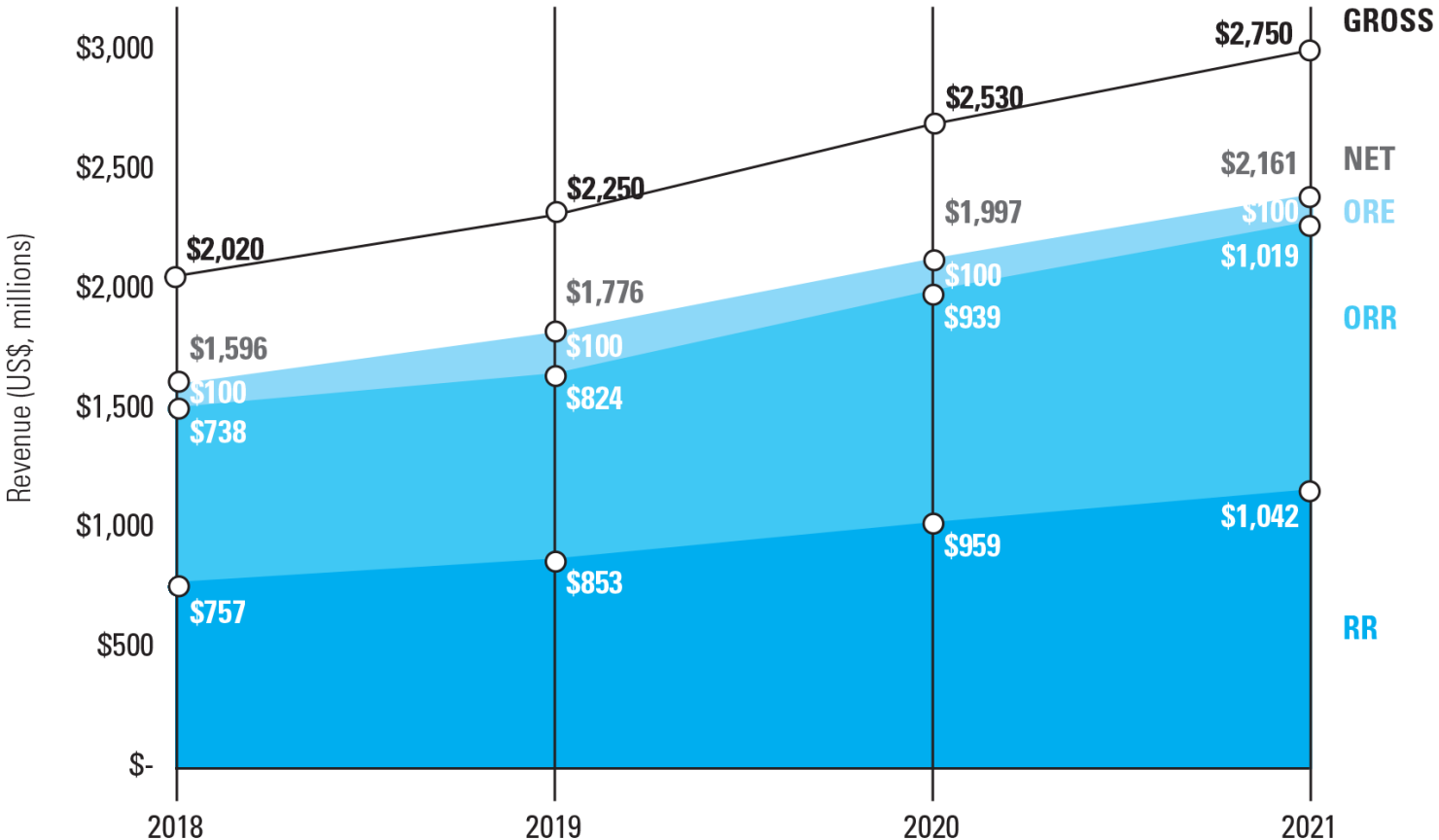
BRAND

UNICEF is the leading organization mobilizing support for every child

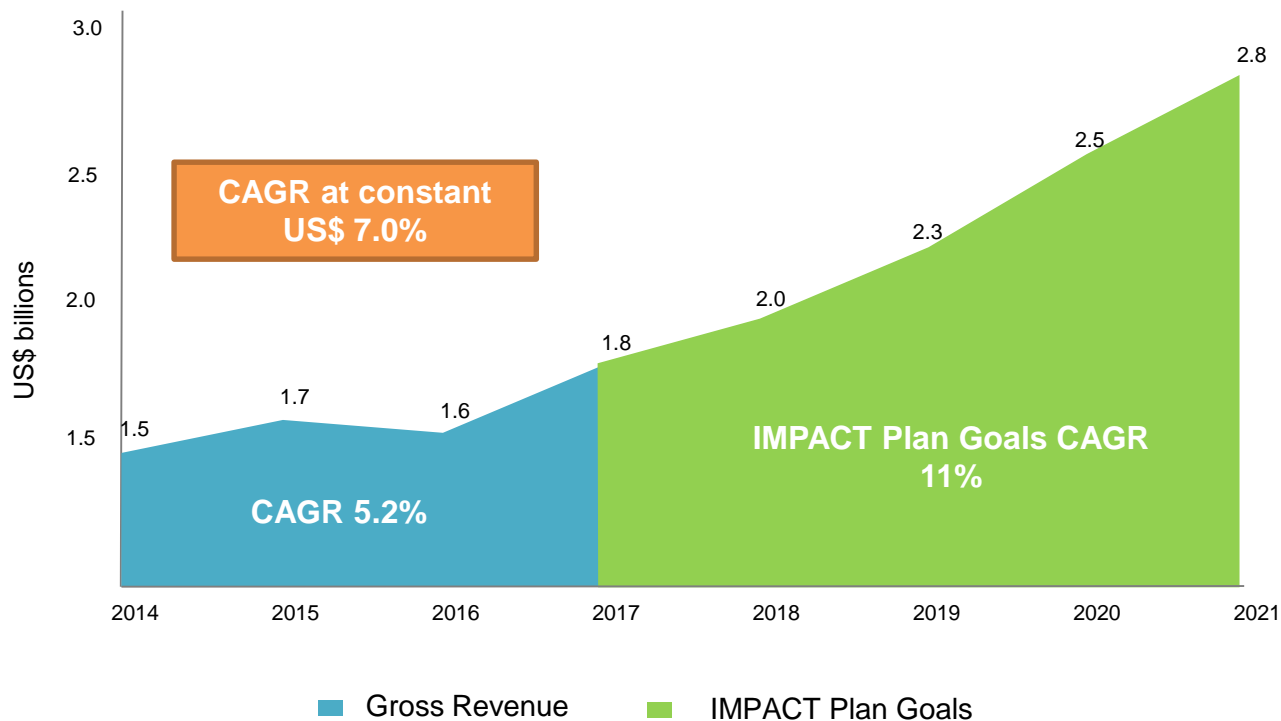
UNICEF ENABLERS

UNICEF (including HQ divisions, ROs, COs, PFP and NatComs) is best positioned, with a common culture, to deliver on ambitious results with the private sector (and public sector, in NatCom countries)

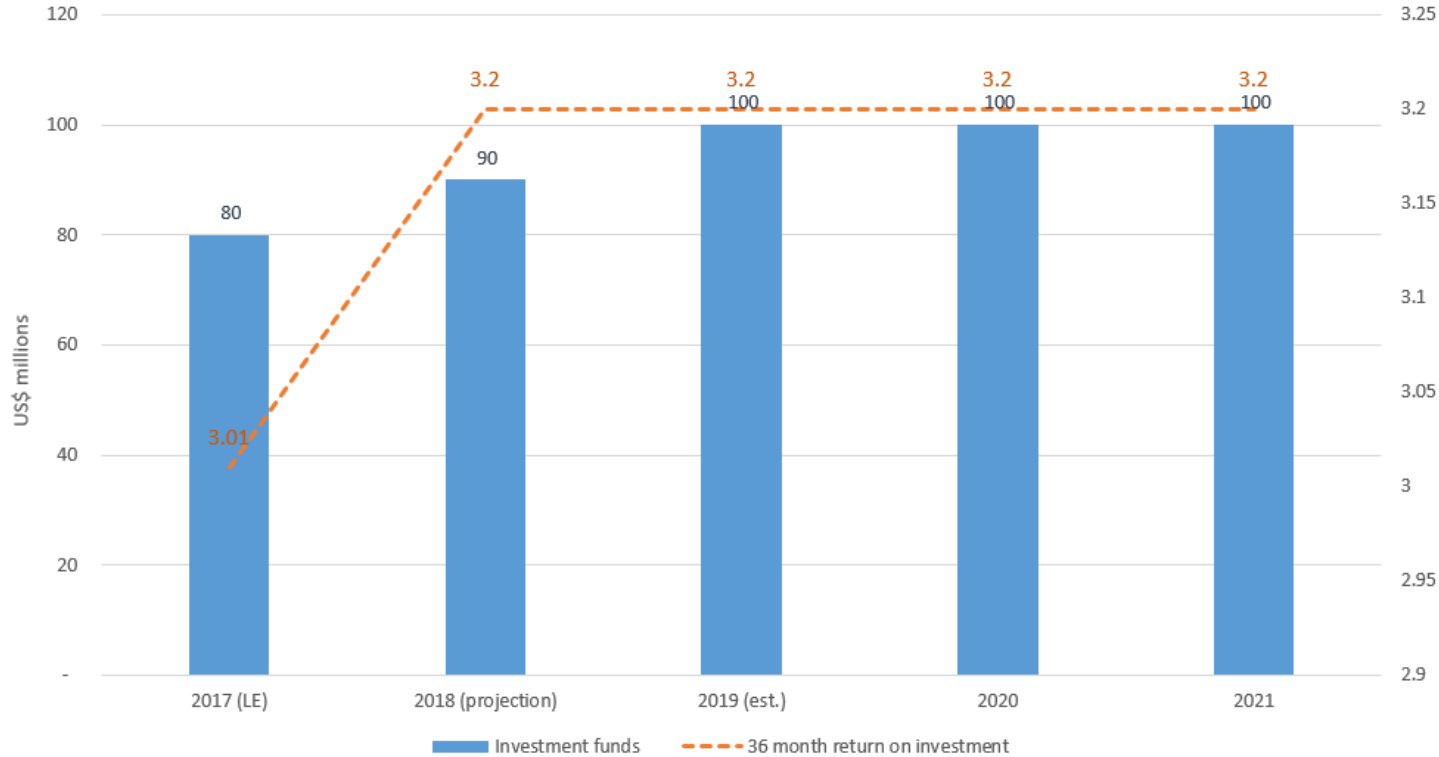
PFP Targets 2018-2021



Compound annual growth rate



Investment Funds 2017-2021



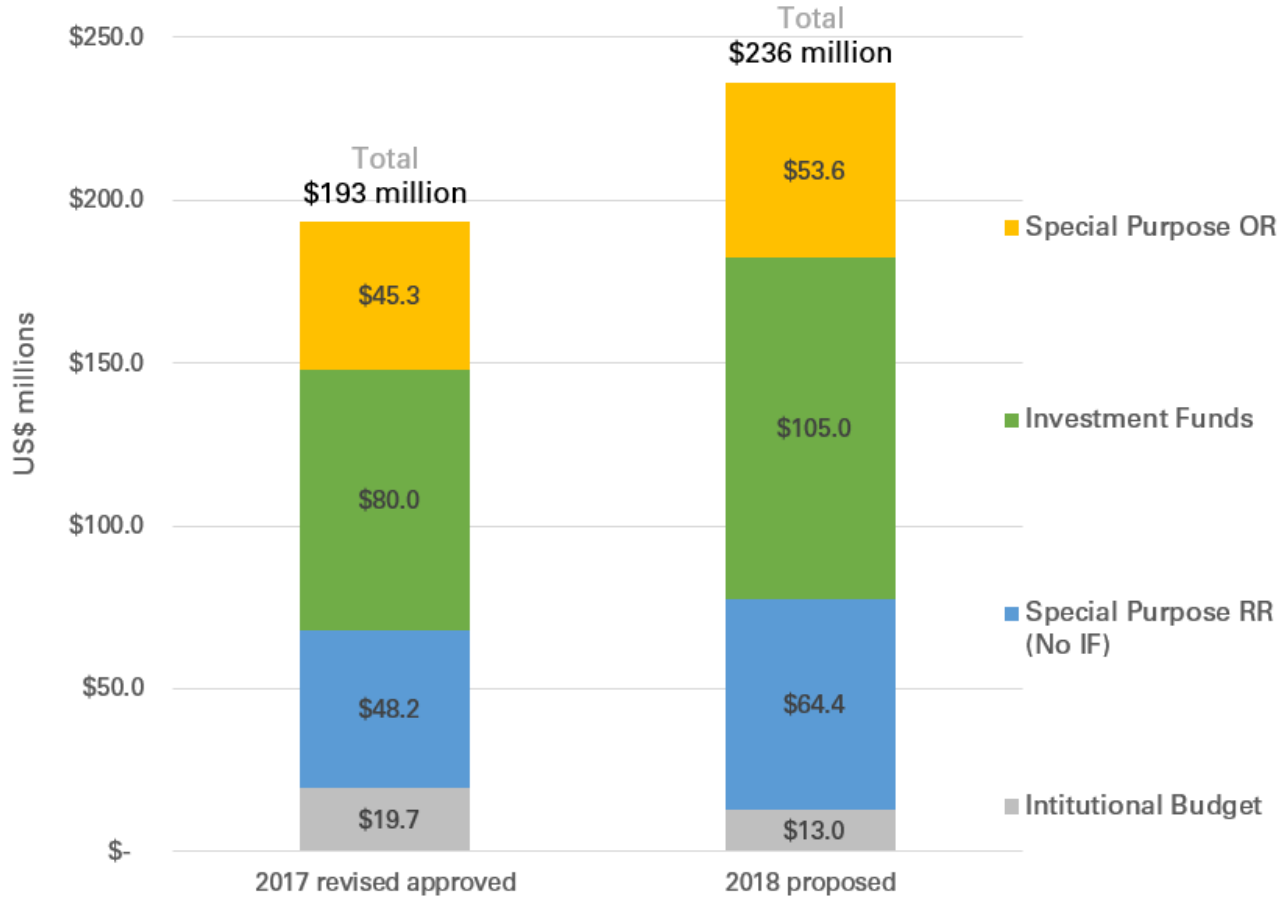
2021
 Predicted
 Return on
 Investment =
 3.2 to 1

+Innovation Funds:
 \$5 million/year and
Legacy investment
 \$10 million/year for
 2018-2021

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.


PFP 2018 Budget Proposed




2018 Post Changes

439
Proposed posts in 2018

RR
200 posts

 38 at RSCs & COs

 162 at HQ

OR
195 CO posts

IB
44 HQ posts

Summary of Priorities in 2018

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

1

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

2

3

3 Implement an integrated global approach to UNICEF engagement with business and place focus on Priority Integrated Partnerships

4 Implement Cause Framework campaigns and World Children's Day

4



unicef  | for every child