

Private Fundraising and Partnerships: financial report for the year ended 31 December 2021



Carla Haddad Mardini

Director

Private Fundraising & Partnerships Division

UNICEF Executive Board – 2022 annual session (14–17 June 2022)

Item 11: Private Fundraising and Partnerships: financial report for the year ended 31 December 2021

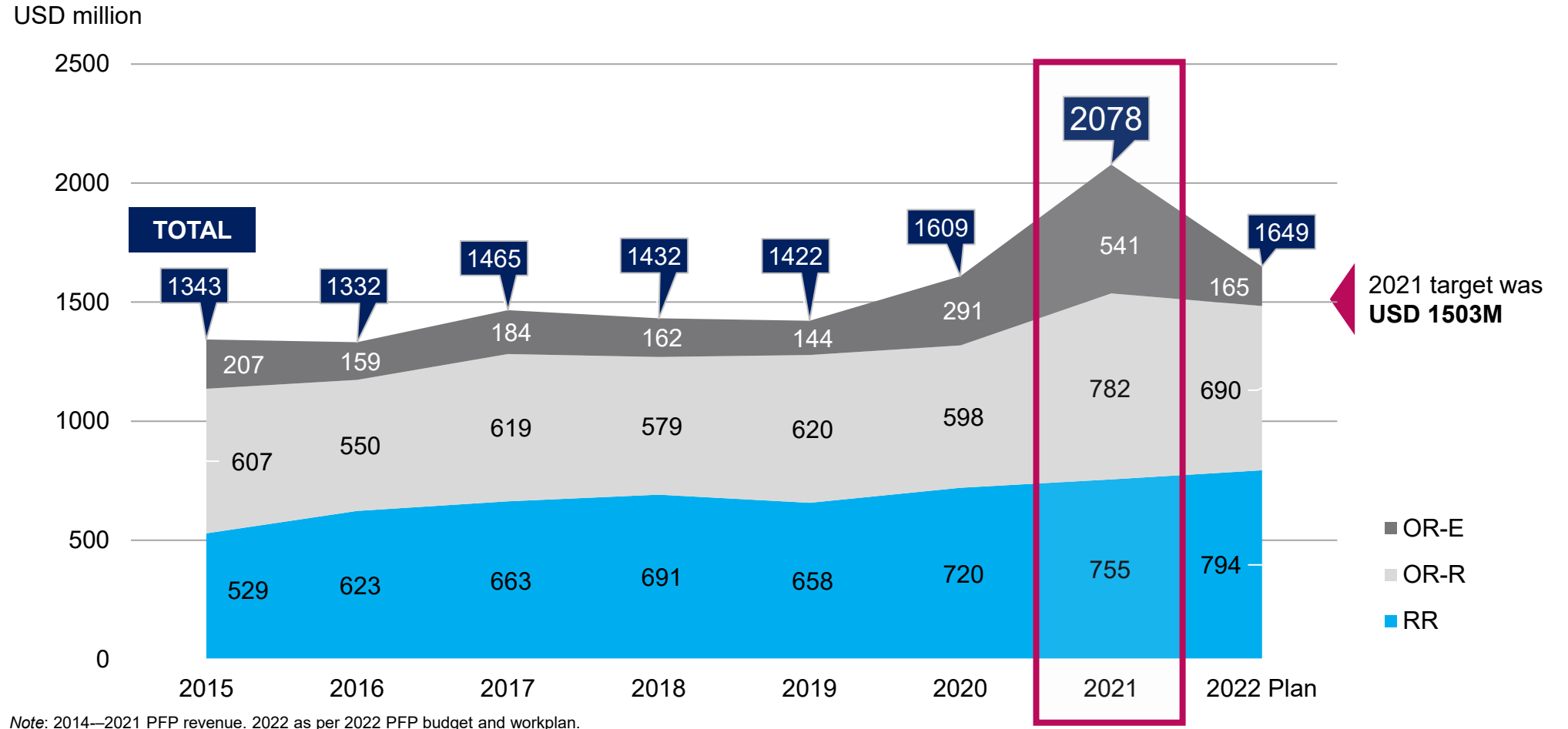
Reference document: [E/ICEF/2022/AB/L.4](#)



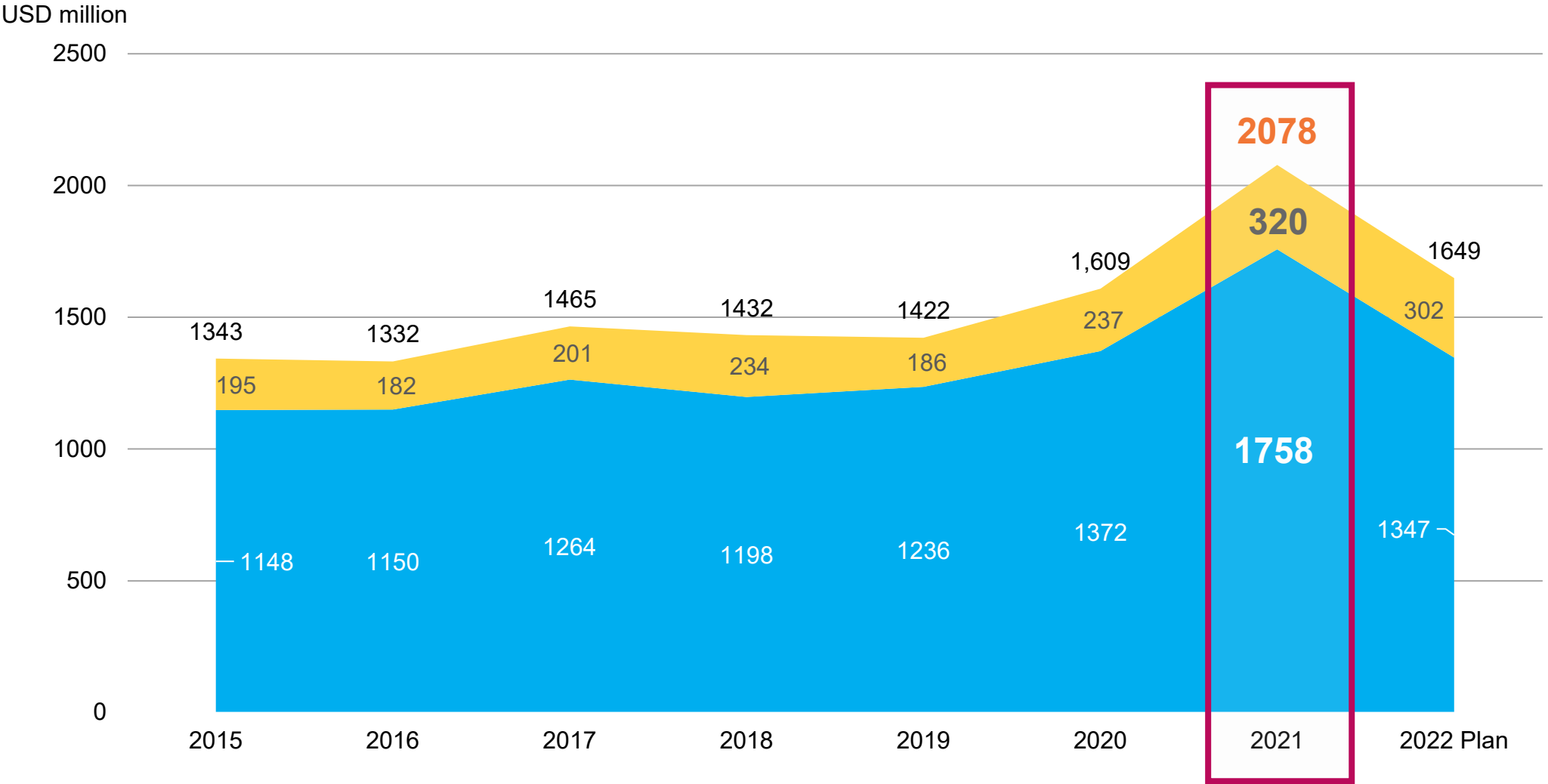
2014–2021 Financial Results

Total 2021 revenue reached a record-breaking \$2.08 billion

In 2021,
regular resources (RR)
 from the **private sector**
 was **49%**
 of the **total RR**



Revenue from National Committees and country offices



CO
CAGR
9%
2014–2021

NC
CAGR
7%
2014–2021

CAGR – Compound annual growth rate

2021 Results: Private Sector Plan “IMPACT for Every Child”

Goal 1: INDIVIDUALS

- More than **9.8 million individual** donors
- **160.7 million supporters** reached
- A new donor every 14 seconds via **digital channels**
- An estimated **4.6 million children** empowered with child rights education

Goal 2: KEY INFLUENCERS

- Approximately **1500** philanthropists, foundations, membership-based and faith-based organizations
- **Billionaire philanthropists** from six countries contributed approximately **\$93.8 million**
- Key influencers **championed UNICEF advocacy agendas**: health/immunization (COVAX Facility, ACT-A), education, water, sanitation and hygiene, etc.

Goal 3: BUSINESS

- Mobilized financial resources from an estimated **20,000** businesses
- **Approximately 108 million children** reached as a result of partnering or engagement with **5,000 businesses**
- **30 shared-value partnerships** (such as those promoting young people’s mental well-being and digital access for education)

Goal 4 : GOVERNMENTS

- National Committees successfully advanced the rights of children and young people at the national, regional and global levels
- Programming guidance in **high-income countries** (six pilot countries)
- **126 changes in policies and laws** at the national level

Goal 5: BRAND

- **2020–2021 Edelman Trust Barometer**: UNICEF among the three most-trusted organizations globally working for children
- **Global Forum for Children and Youth 2021**
- Effective use of **virtual donor engagements**

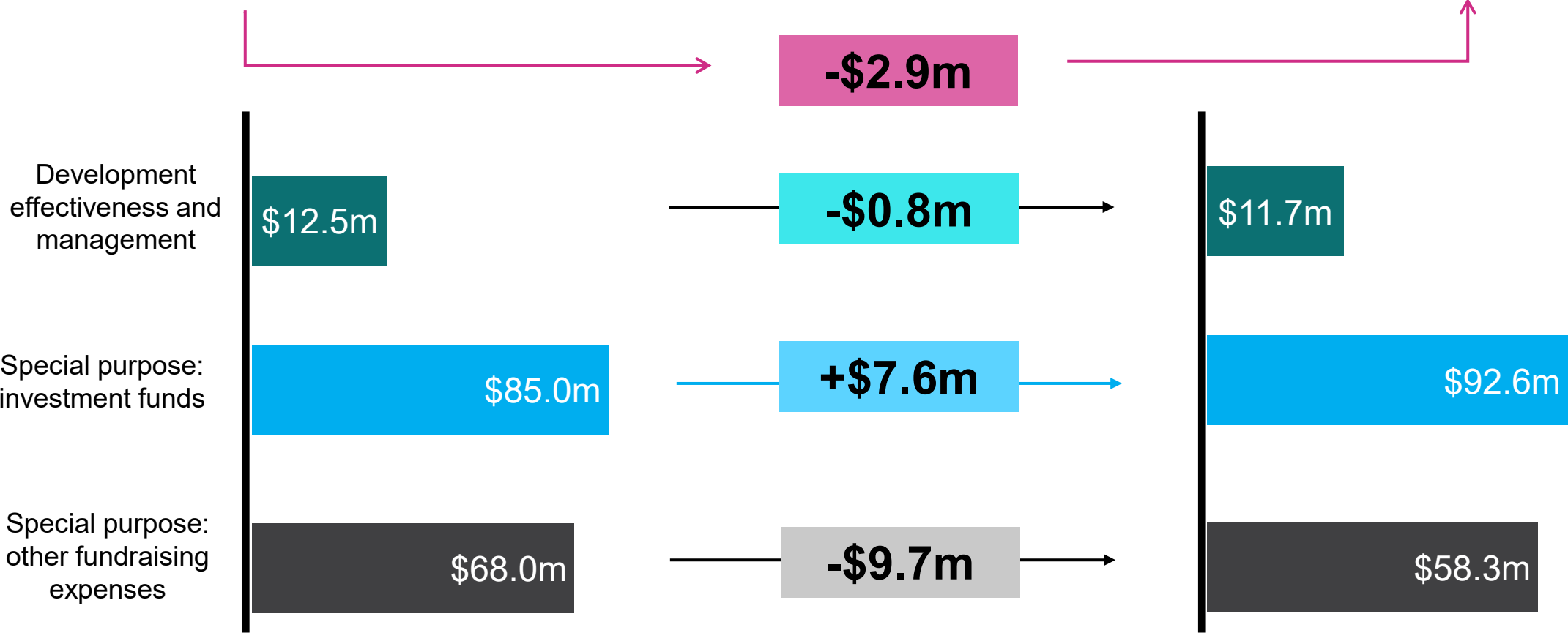
Goal 6: ENABLERS

- **UNISON** global corporate resource partnership management platform (for private and public sector relationships)
- **\$50 million pilot project** with the World Bank
- **Virtual Skill Share** knowledge-sharing events reached more than **3,000 UNICEF and National Committee staff**

Resource utilization, 2021 (RR funded)

2021 approved budget:
\$165.5m

2021 actual expense:
\$162.6m



Thank you!

