

**Annual Session of the UNICEF Executive Board
14 - 17 June 2022**

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**Intervention by the Chair of the Standing Group of National
Committees to Item 11: Private Fundraising and Partnerships:
Financial report for the year ended 31 December 2021**

Mr President, Executive Director Catherine Russell, distinguished delegates,
National Committee colleagues,

I would like to start by thanking Carla and all PFP colleagues for this presentation
and comprehensive report!

National Committees, Country Offices and PFP work towards the same goals and
unite forces to achieve results, and the support we receive from PFP is much
appreciated. I would like to take this opportunity to highlight the National
Committee share in the private sector results and inform the Board about the origin
of the incredible numbers you see. These numbers only represent a portion of the
National Committee influence and impact as we unite forces to deliver on the
universal mandate.

Amid COVID waves in 2021, extreme human suffering and shocking atrocities
caused by conflict, National Committees are in a very unique position: to raise
awareness for the plight of children around the world and contribute to the overall
Strategic Plan results they so desperately need.

In 2021, the 33 Committees raised an unprecedented \$1.8 billion dollar in revenue, representing 85% of UNICEF's total Private Sector income. This was an overall 28% growth in income compared to 2020, exceeding the year's ambitious fundraising targets. At times when flexible income is needed more than ever, confronted with unprecedented crisis situations, we reaffirm ourselves as the main drivers of unrestricted funds to the organization, reaching a record of 717 million dollars.

78% of the total private sector gross revenue originating from pledge donors, comes from National Committees. These individuals trusted us with their hard-earned money and in a world of fierce competition for funds, they chose to join forces with their local UNICEFs.

National Committees work together with our governments, decision-makers and key stakeholders to ensure child rights are respected everywhere.

- At the end of 2021, 1,036 cities and communities have been recognized as 'child-friendly' in countries with National Committees, reaching almost 14 million children.
- Child Rights Education initiatives in National Committees reached more than 4.6 million children.

In conclusion, National Committees are present and active in 33 high income countries creating and implementing income and influence strategies, mobilizing supporters and contributing to making the universal mandate a reality, with support from PFP.

We look forward to co-creating new mechanisms to deliver even more results for children in the future. We are strong believers in the power of alternative models for resource mobilization, as are other humanitarian organizations. We hope to be able

to contribute to ongoing discussions about such instruments and the great potential they have for sustainable and predictable income.

Thank you!

Suzanne Laszlo

Chair of the Standing Group of National Committees

Executive Director of UNICEF Netherlands