



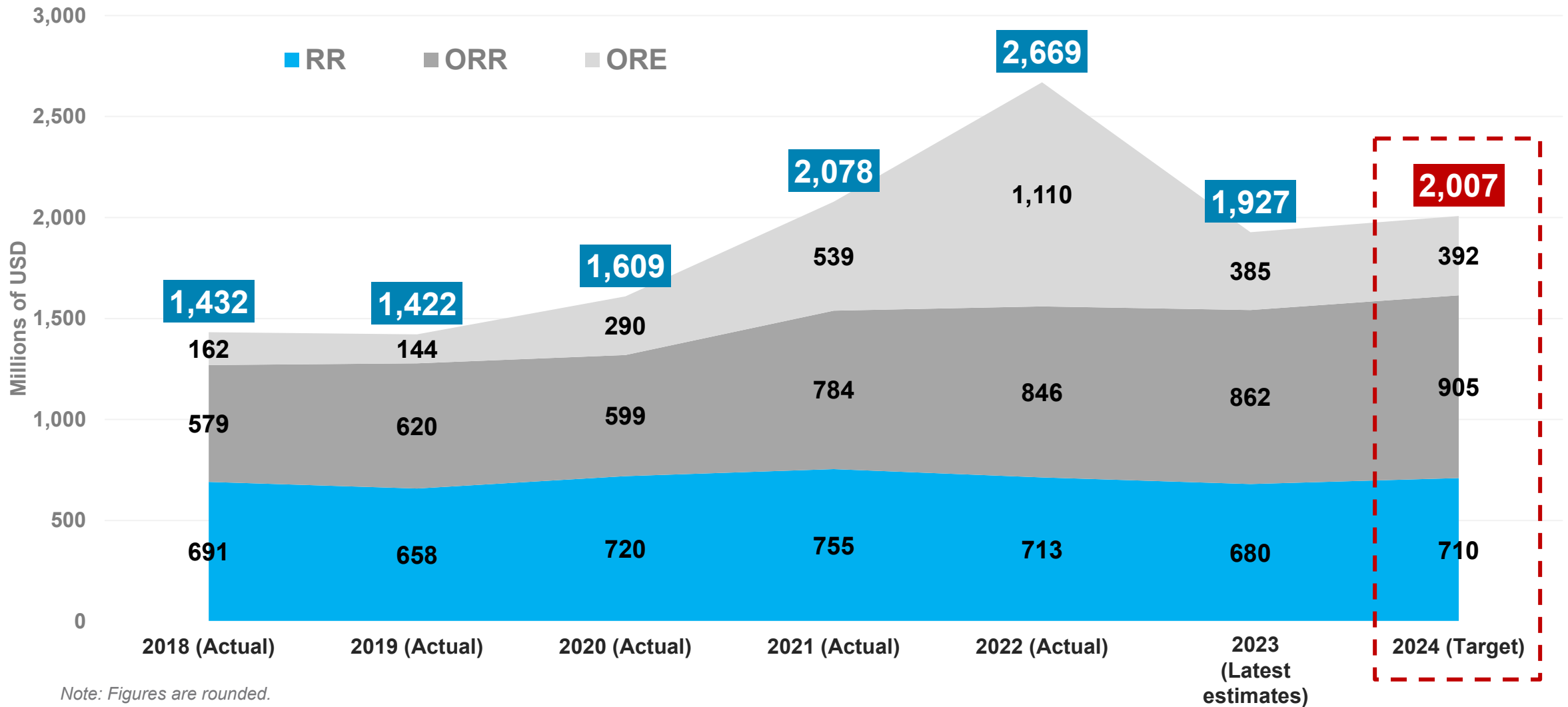
# Private Fundraising and Partnerships: 2024 workplan and proposed budget

unicef   
for every child

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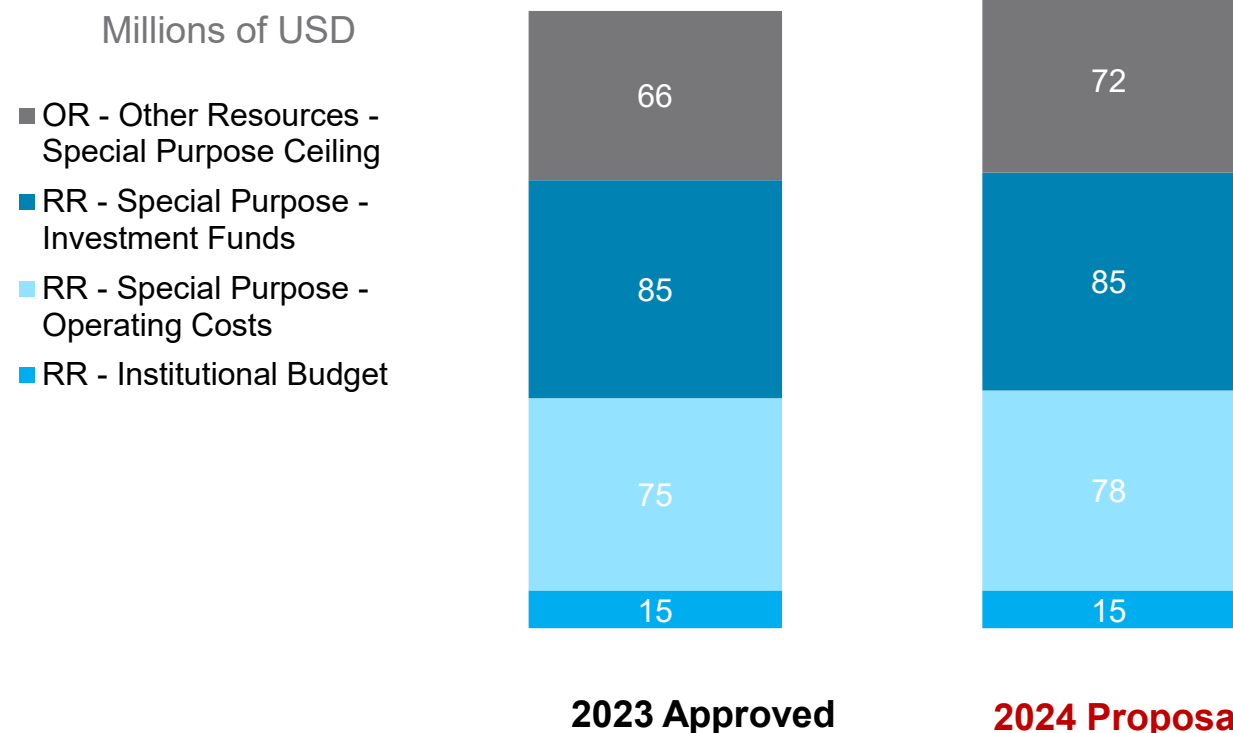
UNICEF Executive Board – 2024 **first** regular session (6–8 February 2024)  
Item 11: Private Fundraising and Partnerships: 2024 workplan and proposed  
budget ([E/ICEF/2024/AB/L.1](#)) and Update on the World Bank instrument to  
facilitate sustained investment in private sector fundraising  
(UNICEF/2024/EB/4)

# PFP results and targets (2018–2024)



# PFP 2024 proposed budget

**Total**      **241 million**                      **250 million**



*Note: Figures are rounded.*

## Regular resources expenditure

- **Zero-growth** budget: \$3 million increase due to change in the post standard costs

## Other resources expenditure

- \$6 million increase correlates to an increase in projected revenue

# 2024 proposed budgets and targets

6 STRATEGIC SHIFTS embedded within 4 OUTCOMES contribute to **IMPACT FOR CHILDREN**

OUTCOME 1. INCOME	OUTCOME 2. INFLUENCE
<p><b>Planned budget: \$198.5 million</b></p> <ul style="list-style-type: none"> <li>➤ Raise over <b>\$2 billion</b> from individual donors, philanthropists, membership &amp; faith-based organizations, foundations and businesses.</li> <li>➤ Continue to scale up <b>digital fundraising</b></li> </ul>	<p><b>Planned budget: \$7 million</b></p> <ul style="list-style-type: none"> <li>➤ Engage with <b>businesses, foundations</b> and <b>key influencers</b> to leverage their expertise and core assets.</li> </ul>
<p><b>OUTCOME 3. INCOME AND INFLUENCE</b></p> <p><b>Planned budget: \$3.6 million</b></p> <ul style="list-style-type: none"> <li>➤ Leverage income and influence from public and private sectors by strengthening advocacy and governance in <b>high-income countries</b> with National Committee presence and <b>innovative and alternative finance</b> for donor base diversification.</li> </ul>	<p><b>INCOME + INFLUENCE = IMPACT FOR CHILDREN</b></p>

Note: Figures are rounded.

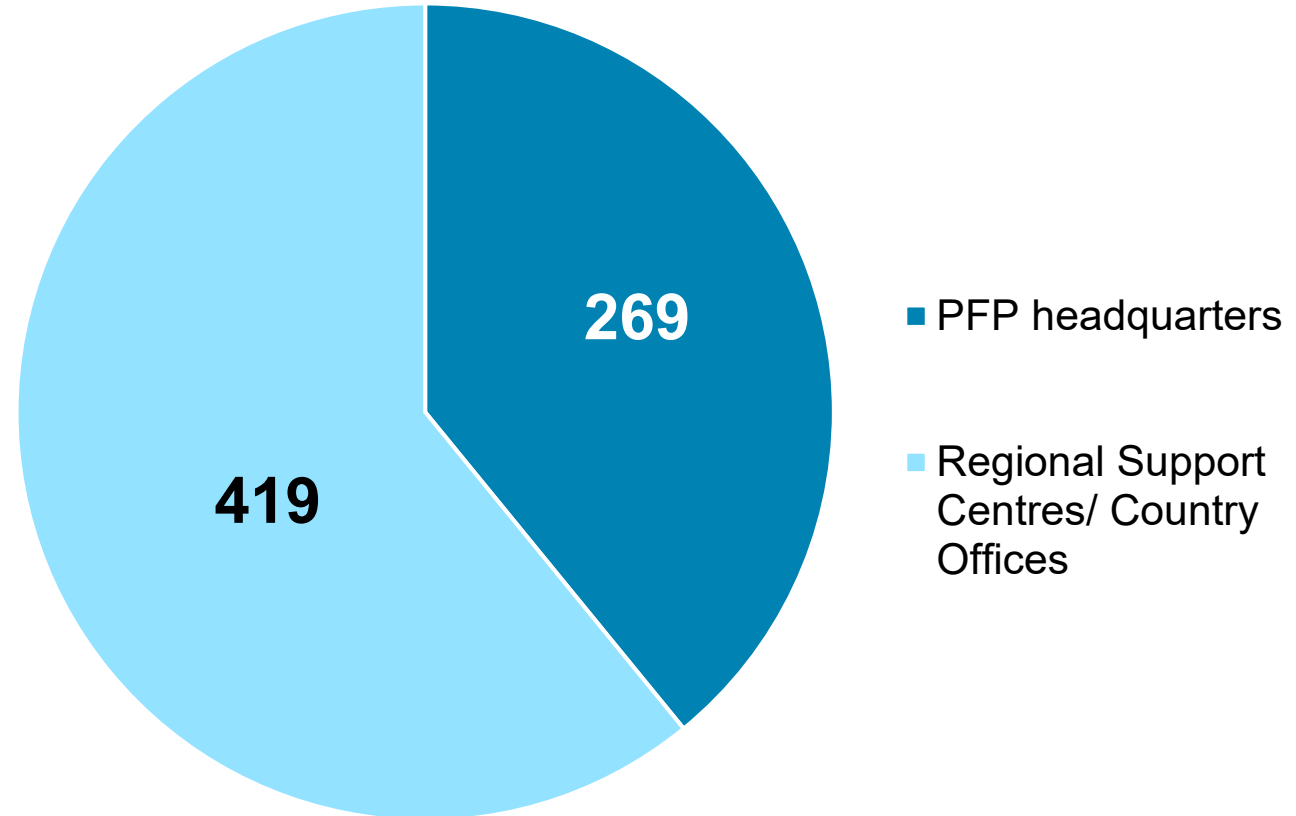
# 2024 summary of positions

## Regular resources-funded posts

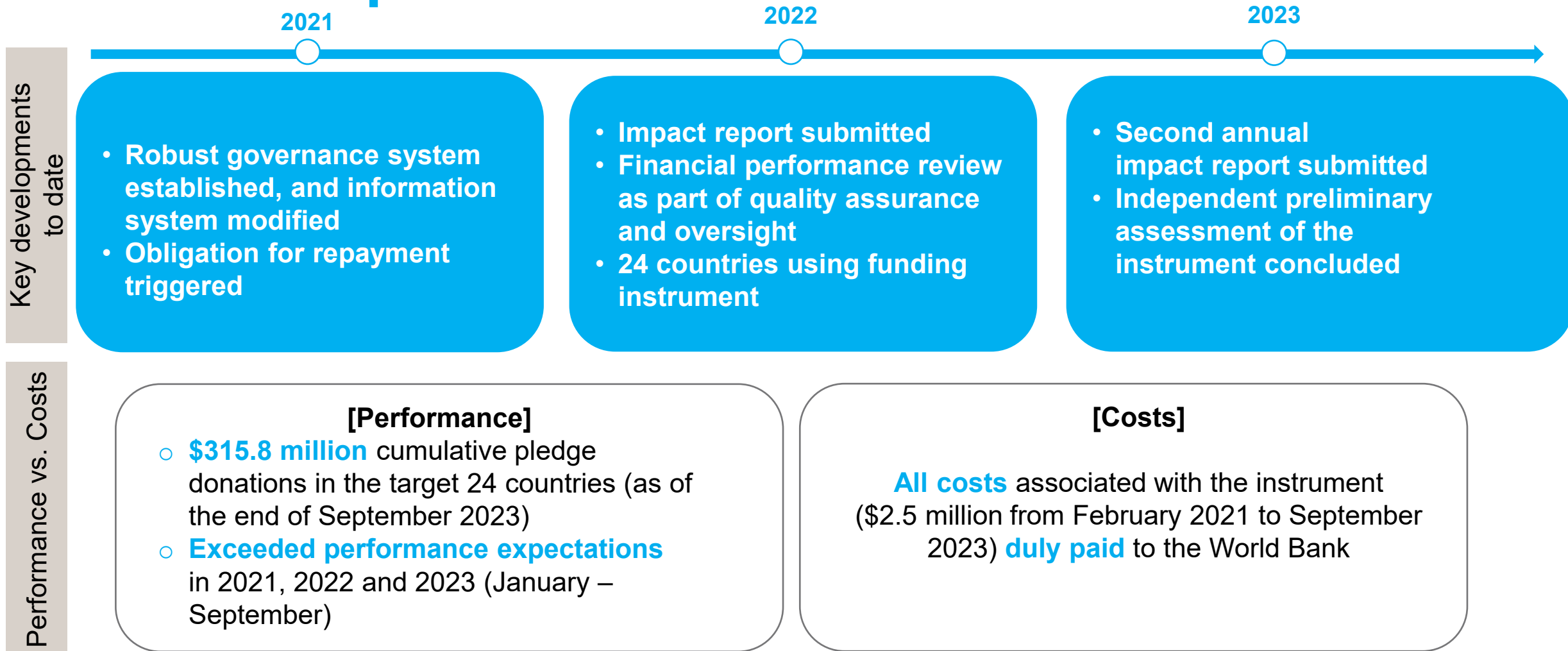
- Decrease of one post in PFP headquarters

## Other resources-funded posts

- No change in PFP Regional Support Centres and Country Offices



# Update on the World Bank financial instrument pilot





Thank you.