Strategic Partnerships
Results, Priorities and Examples
Strategic Partnerships Results - 2018

Total contributions raised
$10.4* million

2018 target
$17.0 million

61%

Total partnerships formed
20*

By partner type
- Corporations: 11
- NGOs: 5
- Foundations: 4
- Brainpower: 3
- REACH: 1
- Resource Mobilization: 16

* Figures as of 30 May 2018. Still provisional and subject to change.
Strategic Partnerships Priorities - 2018

- Ensure strong alignment with Strategic Plan 2018-2021
- Deepen collaboration with existing strategic partners
- Conduct targeted outreach to selected companies and organizations
- Launch implementation of Individual Giving strategy
- Increase resources mobilized from Private Sector by 10 percent (from 2017 target)
Alliance for Sexual and Reproductive Health and Rights in Brazil

A platform of collaboration for the private sector in partnership with UNFPA and the support of the Netherlands embassy in Brazil.

Launched on 26 April, the Alliance has been spearheaded by a core group of champions, i.e. companies that have a stake in the sexual and reproductive health agenda and/or are willing to lend their technical expertise, capacity, convening power and political influence to advance the goals of the initiative.
Basketball Club Tsmoki-Minski and Football Club "Shakhtar" against gender-based violence

Basketball Club Tsmoki-Minski, considered to be one of the strongest basketball clubs in Belarus, has partnered with UNFPA. Through media campaigns and joint events, the partnership aims to raise awareness about violence against girls and women in the country.

FC "Shakhtar", one of the biggest Ukrainian football clubs, has joined efforts with UNFPA to promote a 'no tolerance' approach against gender-based violence, specifically through male advocates, and plan to fight together against gender stereotypes and existing gender barriers empowering girls through sport.
UNFPA Individual Fundraising Strategy 2018-2021
Individual giving in USA, 2016: $280 billion
Total Global ODA, 2016: $142 billion

Individual Donations Dwarf ODA

We Have the Cause!
‘People give to people, not to organizations’

1 in every $5 globally
1 in every $3 in Asia

UNFPA Causes
Women & Girls
Children & Youth

It Is a Sustainable Source of Income

average growth in income of top 14 in. organizations from individuals (2012-2016)

6%

of P.S income of top int. orgs come from individuals

81%

Donor Demographic

70%
Are women

60% self identify as liberal
# UNFPA Individual Giving 2018-2021

## Vision
- **$100 million** raised by 2030
- **500,000 donors** supporting all 3 transformative results
- At least **50% unrestricted**

## Mission
- End unmet need for family planning
- End maternal death
- End violence and harmful practices against women and girls

## Targets
- **$11 million** in gross income
- **35,000** regular donors
- Raise at least **$3** for every $1 invested

## Strategic Priorities
1. Coordination and cohesion between HQ and Country Offices
2. Prioritize digital fundraising to drive donor acquisition
3. Innovative thematic campaigns to engage the public with UNFPA’s work
4. Quality donor stewardship to ensure donor loyalty & satisfaction
5. Strong collaboration with partner fundraising-entities

## Enablers
- Expert human resources
- IT infrastructure
- Internal collaboration
- Investment in growth
- Oversight and accountability
UNFPA’s first individual giving appeal

Join Ashley Judd to save the lives of Rohingya mothers
How to donate and/or become a fundraiser for the appeal

Rohingya refugee mothers need your help to deliver their children safely

Over half a million Rohingya refugees currently live in Kutupalong, Bangladesh, the site of one of the largest and most overcrowded refugee camps in the world.

Among them are over 4,000 pregnant women who urgently need maternal health care. With the monsoon season underway, their need is more urgent than ever.

UNFPA is the lead agency on the ground providing the-saving services to save every childbirth is safe. But shortages of supplies and trained midwives continue to put the lives of mothers and babies at risk.