



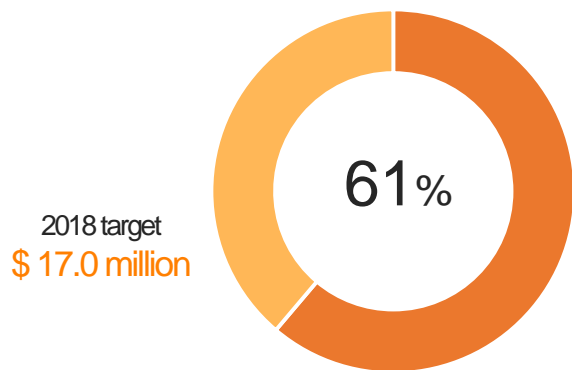
**UNFPA**  
**Strategic Partnerships**  
**May 2018**



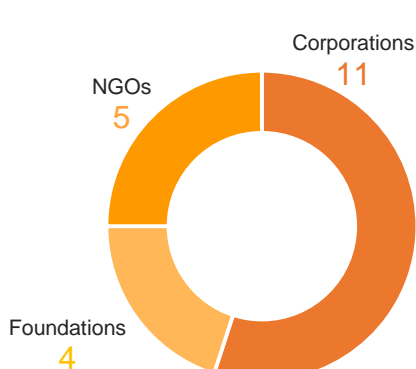
# Strategic Partnerships Results, Priorities and Examples

# Strategic Partnerships Results - 2018

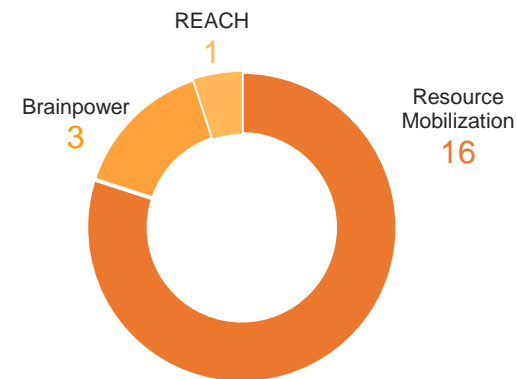
Total contributions raised  
**\$ 10.4\* million**



Total partnerships formed  
**20\***



By partner type



By partnership type

\* 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)

# UNFPA Global Partners Page



United Nations Population Fund

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## UNFPA Global Partners



UNFPA works strategically with a variety of corporate partners, each with its own unique strengths and reach, to support the mandate of the organization in achieving universal access to sexual and reproductive health and rights, reducing maternal deaths, and illuminating harmful practices and gender based violence, particularly against girls and adolescents.

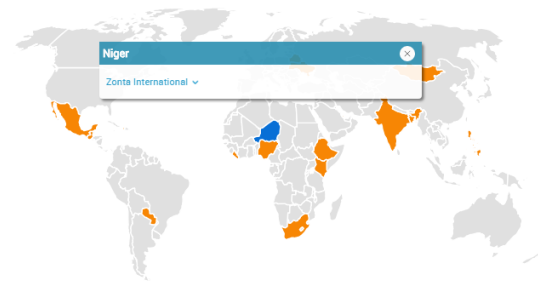
UNFPA Global partners around the world

Select partner



UNFPA Global partners around the world

Select partner




Niger

Zonta International

UNFPA Global partners around the world

Select partner



Niger

Zonta International

Zonta international has long partnered with UNFPA to eliminate obstetric fistula, improve maternal health and empower girls. Beginning with a partnership in Liberia, Zonta international helped UNFPA reach vulnerable, marginalized women with treatment for fistula and access to emergency obstetric medicine. The partnership was then expanded to Niger, where it focused on empowering and educating vulnerable adolescent girls. UNFPA and Zonta also jointly advocated for increasing the legal age of marriage to 18. Most recently Zonta international joined UNFPA's Safe Birth Even Here campaign, which promotes maternal health in humanitarian and conflict settings.



## 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

INICIATIVA:



Fundo de População das Nações Unidas

COM O APOIO DE:



Reino dos Países Baixos

REALIZAÇÃO:



INSTITUTO ETHOS



MSD

SEMINA 30

SIGNATÁRIAS:

magazineluiza

+Mulher360  
MOVIMENTO EMPRESARIAL PELO  
DESEMPENHO E O ECONÔMICO DA MULHER



Reckitt Benckiser

sabin  
MERCADO FINANCEIRO

Sesc



## 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.



A group of young people, likely students, are gathered together, smiling and making peace signs. They are wearing headbands with the UNFPA logo and text. The background is a warm, golden-yellow color. The text "UNFPA Individual Fundraising Strategy 2018-2021" is overlaid on the image in white.

# UNFPA Individual Fundraising Strategy 2018-2021



# Why Fundraising from Individuals

## Individual Donations Dwarf ODA



Individual giving in USA, 2016

Total Global ODA, 2016

## We Have the Cause!

*'People give to people, not to organizations'*

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

## UNFPA Causes

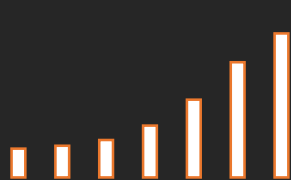


Women & Girls



Children & Youth

## It Is a Sustainable Source of Income



**6%** average growth in income of top 14 in. organizations from individuals (2012-2016)

**81%** of P.S income of top int. orgs come from individuals

## Donor Demographic

**70%**

Are women



60% self identify as liberal

# UNFPA Individual Giving 2018-2021

Vision	Mission	Targets
<p><b>\$100 million</b> raised by 2030</p> <p><b>500,000 donors</b> supporting all 3 transformative results</p> <p>At least <b>50% unrestricted</b></p>	<ul style="list-style-type: none"> <li> End unmet need for family planning</li> <li> End maternal death</li> <li> End violence and harmful practices against women and girls</li> </ul>	<p><b>\$11 million</b> in gross income</p> <p><b>35,000</b> regular donors</p> <p>Raise at least <b>\$3</b> for every \$1 invested</p>

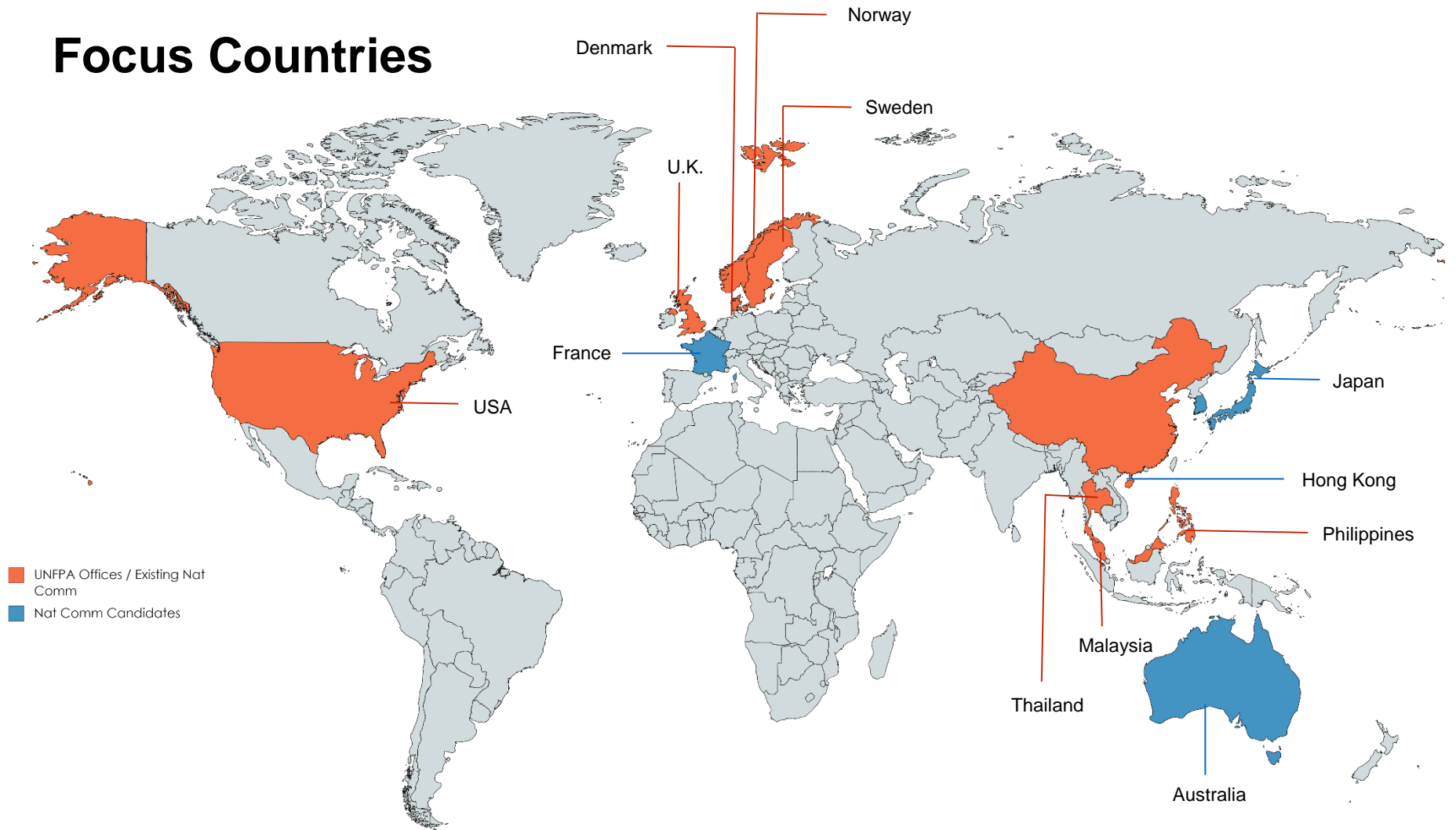
## Strategic Priorities

<p><b>1. Coordination and cohesion</b> between HQ and Country Offices</p>	<p><b>2. Prioritize digital fundraising</b> to drive donor acquisition</p>	<p><b>3. Innovative thematic campaigns</b> to engage the public with UNFPA's work</p>	<p><b>4. Quality donor stewardship</b> to ensure donor loyalty &amp; satisfaction</p>	<p><b>5. Strong collaboration</b> with partner fundraising-entities</p>
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## Enablers

Expert human resources	IT infrastructure	Internal collaboration	Investment in growth	Oversight and accountability
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# Focus Countries



# UNFPA's first individual giving appeal



# How to donate and/or become a fundraiser for the appeal



The image shows the top portion of the UNFPA website. The header is yellow with the UNFPA logo and the text "United Nations Population Fund". Below the header is a navigation menu with links for Home, About, Topics, Emergencies, Publications, News, Media, Data, and Donate. A search bar is also present. The main content area features a large photograph of a woman holding a baby in a tent. Overlaid on the left is a call-to-action box with the text "JOIN ASHLEY JUDD TO SAVE THE LIVES OF ROHINGYA MOTHERS". Below this text are three buttons: "Play video", "Donate now", and "Become a fundraiser". At the bottom of the hero section, a blue banner reads "2x Your first donation will be matched by Ashley Judd!".

## 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 64,000 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 life-saving services to ensure every childbirth is safe. But shortages of supplies and trained midwives continue to put the lives of mothers and newborns at risk.

This image shows a donation form for the appeal. The main heading is "Help us ensure no mother dies while giving life". Below this is a short paragraph explaining the need for support. A search bar is provided for finding a specific fundraiser. The "Select an amount" section has two tabs: "ONE-TIME GIFT" and "MONTHLY". Under the "ONE-TIME GIFT" tab, there are buttons for \$25, \$50, \$150, \$400, and "Other". A note says "Make your gift go further: tax deductible." There is a checkbox for "Deliver my donation to me in the name of someone else." To the right, there is a "Questions" section with a "Search questions and answers" bar and a list of questions.

This image shows a fundraising options overlay on a background image of women. The overlay has the heading "Start fundraising" and three icons with corresponding text: "As an individual", "Join a team", and "Create a team". Below the icons are two buttons: "BECOME A FUNDRAISER" and "VIEW".



www.unfpa.org

