

First Session of the UNICEF Executive Board

09 – 12 February 2021

Intervention by the Chair of the Standing Group of National Committees to Item 11: Private Fundraising and Partnerships: 2021 workplan and proposed budget

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Mme. President, my fellow National Committee and UNICEF colleagues, distinguished delegates,

Let me begin by extending, a warm welcome to PFP Director Carla Haddad Mardini, on behalf of the entire family of National Committees. And thank you, for your great presentation!

Indeed, National Committees are very proud of the results we are projected to have achieved in 2020 and we are looking forward to helping UNICEF fulfill all the described plans in 2021.

Today I would like to raise three points in response to this item.

The first one is about the importance of our advocacy work for every child.

Advocacy is not only one of the most powerful tools to change children's lives and ensure their rights are respected, but it also inspires people to join our cause financially. This is what National Committees have experienced in response to impactful initiatives such as the Child Friendly Cities. As the PFP Work Plan and Budget rightfully describe, this important initiative continues to expand.

Through advocacy, the rights of children can prevail against each and every adversity. Children are not only the recipients of help but are recognized as agents of change in the pursuit of a better world. That is why National Committees are very hopeful for all the Strategic Plan discussions to recognize and further enable advocacy for every child.

The second point I would like to make is with regard to our financial results.

The preliminary projections for 2020 indicate that the private sector revenue will be above of that of 2019, which is an outstanding accomplishment! In 2020, we will have contributed a record amount of Regular Resources to the organization, . Last year, we changed the way we work and saw our digital channels soar and deliver impressive results. These developments are structural and will enable growth

The same spirit of commitment and passion is confirmed by our corporate partners, our major donors, and our governments.

Finally, my third point is about the 2021 plans and how we can work together to achieve them.

In order to continue to raise the necessary funds that will accelerate results for every child, we need to also continue to invest in fundraising techniques with proven and solid returns, such as digital. These are the techniques that will foster the loyalty of our many existing supporters and allow us to engage new audiences around our cause. While many National Committees are able to and will continue to self-invest, others look forward to unleashing their potential through the much-welcomed investment funds that the organization will provide.

Dear Carla, please know that you can always rely on the family of National Committees. We wish to see the best of our collaboration become systemic and inspire colleagues all over the world with new ideas and a progressive way of working.

Thank you, Carla. Thank you, Mr. President.

Suzanne Laszlo

Chair of the Standing Group of National Committees