
Gary Stahl, PFP Director
2014-2017 Results and 2018-2021 Projections

PFP PLAN ON TRACK

*2018 estimates are the latest projections provided by National Committees and country offices
Revenue in National Committees and COs

**CO**
Country offices
15%
CARG 2012-2017

**NC**
National Committees
6%
CARG 2012-2017
Private Sector Engagement Achievements

**Child Friendly Cities Initiative**
- 30 million children

**Child Rights and Business**
- 59 companies

**Child rights education**
- 3 million
PFP 2017 Expenditure vs. Approved Budget

2017 approved expenses: $193.2

2017 actual expenses: $174.3

- $18.9

+$3

-$12.6

-$7.9

-$1.5

Expenses/revenue ration: 7.6%
(excluding investment funds)

Expenses/revenue ration: 6.2%
(excluding investment funds)
Strategic Shifts Going Forward

Unlock the full potential of fundraising and engagement techniques that already work, and innovate to deliver breakthrough goals.

Investment for Growth

Developing “win-win” collaborations with companies

Focus on audiences – individuals, key influencers, business and government and the synergies between them.

Build a more engaging and emotional experience for supporters – giving and taking part.
Shared Value Partnerships

Contribute to UNICEF goal to reach 250 million people with sanitation

1.5 million children benefit from birth registration
Thank you