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Executive Board of UNICEF  
First Regular Session 2025

## **Item 14: Private Fundraising and Partnerships: 2025 Workplan and Proposed Budget**

Joint Statement

04 February 2025  
UNHQ, New York

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Madam President,

I am honoured to deliver this statement on behalf of Australia, Belgium, Canada, Denmark, France, Germany, Greece, the Kingdom of the Netherlands, Iceland, Ireland, Japan, Luxembourg, New Zealand, Norway, Spain, Türkiye, the United Kingdom and my own country, Switzerland.

We thank UNICEF and the Division of Private Fundraising and Partnerships (PFP) for presenting the 2025 workplan and proposed budget, and for their ongoing commitment to enhancing income and influence for children worldwide. We also appreciate the update on the work of the National Committees for UNICEF.

As we started the final year of UNICEF's Strategic Plan 2022–2025, we commend the alignment of the PFP workplan with the organization's overarching priorities, particularly the focus on scaling digital fundraising, optimizing major donor engagement, and expanding private sector partnerships. These efforts not only strengthen UNICEF's financial sustainability but also reinforce its capacity to achieve transformative outcomes for children globally.

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We are encouraged by the projected \$2 billion private sector revenue for 2025, a 2% increase from the latest estimates for 2024. The emphasis on fostering partnerships with high-value donors, leveraging digital transformation, and scaling innovative financing models aligns well with the broader goals of diversifying income streams and maximizing influence.

The 32 National Committees are very important partners in these fundraising efforts. The NatComs not only provide essential financial resources for UNICEF, but also play an important lobby and advocacy role for the importance of Official Development Assistance, for UNICEF's work and for the situation of children in the world. This ultimately leads to more impact for children. What further support do you need as NatComs to fulfil these roles?

In the context of increasing climate shocks, humanitarian emergencies alongside ODA reduction in many countries, stronger partnerships with foundations and business is crucial. However, support from corporate donors is often triggered by current humanitarian emergencies and tends to be heavily earmarked. How is UNICEF and in particular PFP addressing this trend and how will it be reflected in the Strategic Plan 2026-29?

UNICEF PFP plays a central role in coordinating and providing global guidance and support for country-level fundraising, private sector engagement and partnership activities. Recalling the goal of the systemwide UNDS Funding Compact adopted in 2024, which outlines commitments to be implemented by Member States and UN entities alike, how may PFP contribute to realisation of the Funding Compact goal that UN entities avoid siloed approaches to resource mobilization particularly at country-level, and enhance joint resource mobilization?

Systematic partnerships between development actors, including the IFIs and the UN agencies, are crucial in order to increase effectiveness, efficiency and development impact and work as a system. In this regard, UNICEF's work in innovative financing and private sector partnerships is exemplary. We appreciate UNICEF's drive to explore outcome-based financing solutions and sustainability-linked bonds such as the innovative pilot between the World Bank and UNICEF. As Executive Board members, we look forward to receiving the attribution model and to further discussions regarding a potential future of the World Bank Instrument. Could you share good practices and lessons learned from Programme Countries that have benefited from this initiative? And how is UNICEF leveraging these experiences to foster synergies with other UN entities; are there ongoing efforts to share lessons learned or coordinate joint financing mechanisms that could amplify collective impact across the UN system?

To end, we wish to underline that we remain a steadfast partner in UNICEF's mission to safeguard the rights and well-being of every child, with a focus on the most marginalized. We thank the PFP team, National Committees, and UNICEF country offices for their dedication and look forward to continuing our collaboration to achieve impactful results for children worldwide.

Thank you.