



Private Sector Partnerships Individual Fundraising: 2024 and beyond

Side event on the margins of the annual session of the Executive Board
Tuesday, 25 June 2024, 8:45–9:30
Red Foyer, WFP headquarters

Context

The Individual Fundraising (IF) team in the Private Sector Partnerships Division has experienced rapid growth since it was launched in 2020. Over the last four years IF has mobilized millions of people to fight hunger, share meals and make a difference.

Today, IF has over 2.4 million supporters who have shared more than 450 million meals. For every USD 1 spent, IF have raised USD 5 for WFP and these funds have supported emergency responses and changing lives projects.

The team's goal is to enable individuals around the world to help achieve a world with zero hunger.

WFP gives donors many ways to make a difference – both through the Individual Giving team and the ShareTheMeal app. Through emails to donors, a WhatsApp channel, television commercials and social media ads and the ShareTheMeal app, IF has built a digital first approach to fundraising that enables donors to make a difference and to support a cause our donors feel committed to and passionate about.

IF are committed to delivering the best possible user experience and maximising long-term donations and engagement. We also work closely with WFP USA, Friends of Japan, partners and celebrities to reach donors from around the world.

Objectives

The exhibit will illustrate the story of the Individual Fundraising programme at WFP, from its inception until today. It will describe our model and story of success, including the collaboration between Individual Giving, ShareTheMeal and Friends organizations. It will show our remarkable success in raising more than USD 360 million cumulatively over the years, some donors' testimonies and our aspiration to reach the next level of growth in the period 2025–2030, aiming at annual income of USD 321 million by 2030.

The exhibit is an opportunity to highlight the team's achievements, foster stronger connections with our stakeholders and reinforce our commitment to transparency and collaboration in our global fundraising endeavours.

The exhibit aims to be an interactive experience – to watch films, speak with staff, engage with real-time data and to take a closer look at the team's fundraising products and successes.