Private Partnerships & Fundraising

Achieving a World with Zero Hunger

12 January 2015 | World Food Programme

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"Private Sector" at WFP

Fundraising + Partnerships with:

- Corporations

- Foundations

- Individuals

What is New & Important to Know

New Private Sector Partnerships and Fundraising Strategy (2013 – 2017) approved by the EB in June, 2013.

- Three overarching priorities:
    1. Increase the value of partnerships for capacity development
    2. Increase the resources generated through fundraising
    3. Enhance WFP's ability to partner across the organisation
- Key changes:
    1. Mainstream the function
    2. Organisational enablement (Fit for Purpose)
    3. Mechanism to better assess value of partnerships for capacity development

Benefits of Private Partnerships

- Private sector engagement (funding, in-kind, technical expertise, etc.) enables WFP to feed more people.

  - Non traditional and incremental source of funding

  - Source of multilateral flexible funding

  - Interest in WFP's development work & supporting MICs

  - Generate public awareness and support of WFP

  - Can be effectively mobilized to provide emergency support

Private Sector at a Glance

- Resources generated over the past 10 years—US$897M

- Revenue mix – 50% corporation, 40% foundation, 10% individual

- 92 Corporate partners

- Resources generated in 2014–US$91M

- 2014 budget—US$7.9M

Partnership Snapshot

Logistics	UPS	PEPSICO	CATERPILLAR®	Vodafone Group Foundation
Nutrition/Health/ Education	DSM	Cargill	THE CHILDREN'S INVESTMENT FUND FOUNDATION	LG
Advocacy/Aware ness	feedBAG	Yum!	MK MICHAEL KORS	Unilever
Special Initiatives	MasterCard	BILL & MELINDA GATES foundation	sodexo	THE ROCKEFELLER FOUNDATION

2014 Results & Accomplishments

- US$91 million

- Best practice knowledge, technologies and innovations available to WFP

- Single 10% Private Sector Donor Rate approved

- Capacity Partnerships Estimator Tool implemented

- Reputational integrity protected

What's Next?

- Creating a partnership culture – training, education, acknowledgement of the skill set

- Regional private sector partnership and select country strategies

- Partnership value assessment tool 2.0

- Case for investment in individual fundraising

Private Partnerships & Fundraising

Thank You

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