



# Investment to Achieve Zero Hunger

**Building WFP's New Private Sector  
Partnerships & Fundraising Strategy**

First Informal Consultation  
Rome, 17 January 2018

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# Session Outline

1. Stepping Up to Save More Lives
2. Driving Towards a New Strategy
3. WFP's Current Private Sector Portfolio
4. Unlocking the Power of Individual Giving

--- Break for Q&A ---

5. Strategic Choices:
  - Channel 1: Individual Giving
  - Channel 2: Corporates
  - Channel 3: Foundations
6. Investment is the Condition for Success





**30 - 40 million  
people unserved**

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**USD 6.8 – 10.1 billion  
funding gap**

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**Now is the time to adopt an  
ambitious partnerships and  
fundraising growth plan to  
serve the furthest behind.**

# Stepping Up to Save More Lives



# WFP and the Private Sector today: Making an impact for the people we serve

## Corporates



100 million meals  
+ awareness



Developing  
nutritious food  
solutions for the  
hungry poor

facebook

Accessing lifesaving  
data in emergencies

## Foundations



SOLVE –  
Revolutionizing  
health supply chains



Seed funding for  
better smallholder  
farmer market  
access

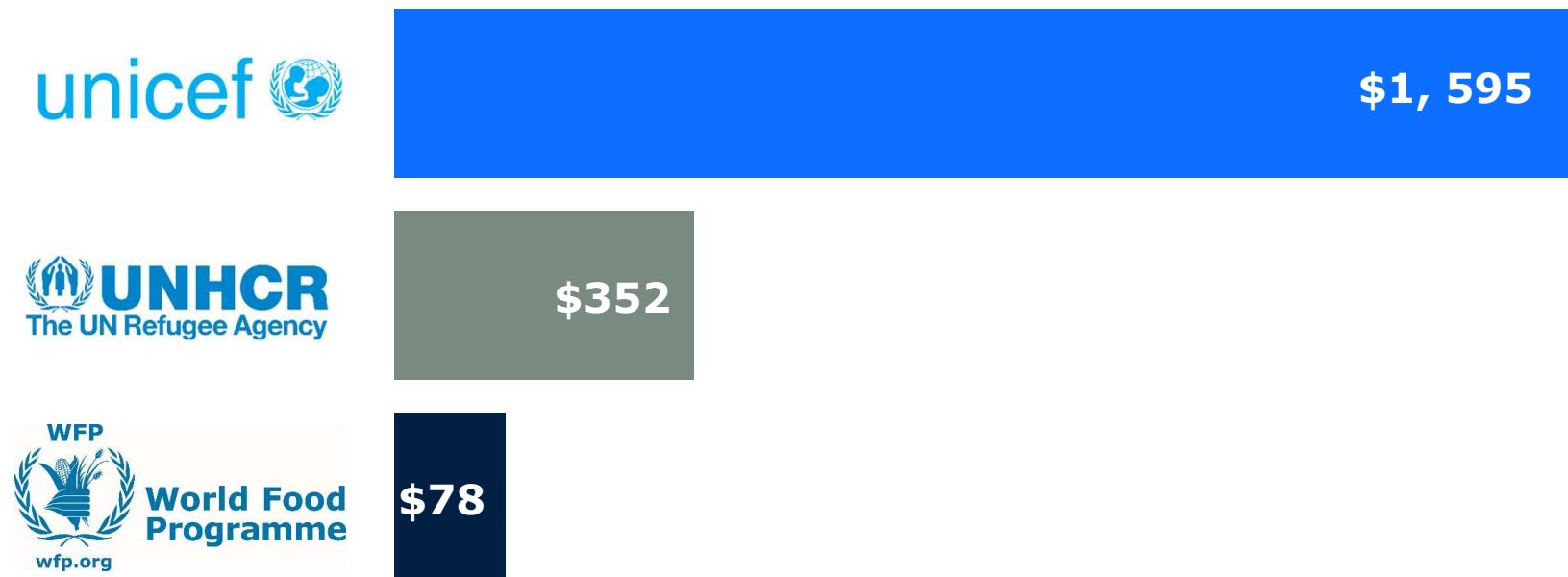
## Individuals

First funds available to country  
offices during emergencies



# A foundational shift in our work with the Private Sector is necessary to achieve SDG2

2016 private sector revenue comparison for UNICEF, UNHCR and WFP



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**For WFP, Private Sector fundraising, including individual giving,  
represents less than 2% of overall funding**

98

2

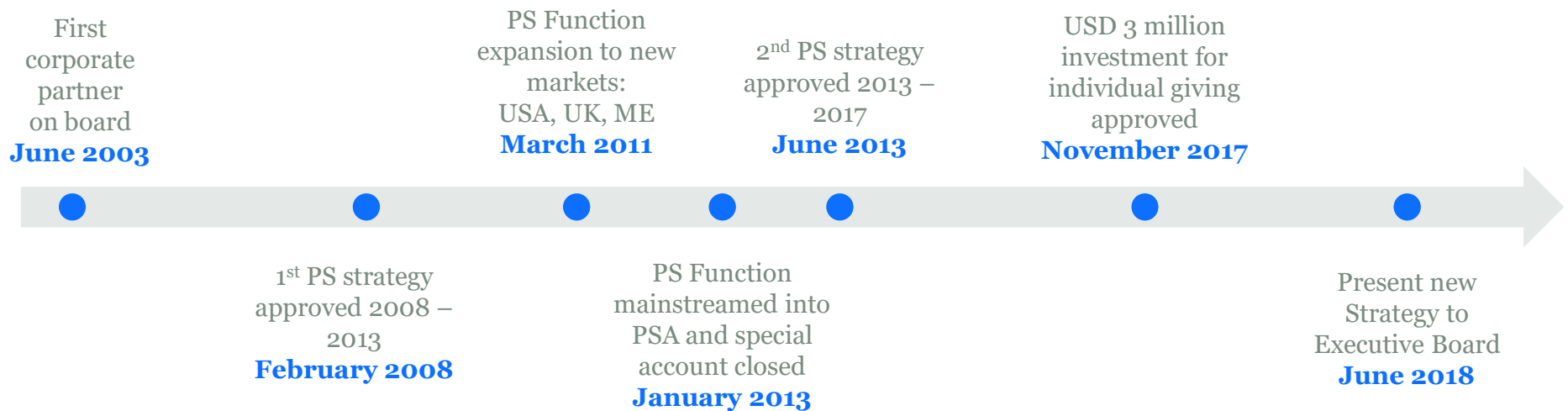


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# Driving Towards a New Strategy



# 2018 onwards: A transformational plan to reach more people



# A new strategy based on data insights and dialogue



# Objectives of WFP's new Private Sector strategy



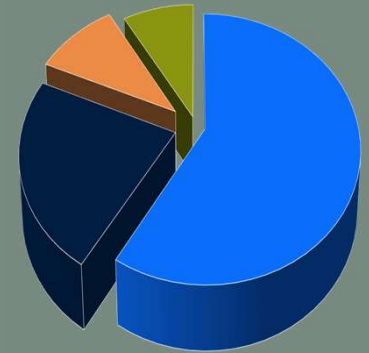
**Drive  
Funds  
& Impact**



**Grow  
Unrestricted  
Funds**



**Lead Private  
Sector Engagement  
Around SDG 2**



**Diversify  
WFP's Funding  
Portfolio**

# WFP's Current Private Sector Portfolio



# Corporates have been the main focus of WFP's private sector team and the main driver of growth

Hybrid partnerships: fundraising and expertise



# WFP's renewed work with global foundations has already yielded positive returns

## Foundation successes to date



BILL & MELINDA  
GATES foundation



THE  
ROCKEFELLER  
FOUNDATION

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has been removed for confidentiality reasons* 16



INDIVIDUAL GIVING

# With minimal investment, WFP has set up a small and efficient digital individual giving programme

## Regular giving & emergency fundraising



### ZeroHunger Heroes

Regular giving programme to raise unrestricted, predictable funds



### Giving Tuesday

Joint campaign with WFP USA to reach 16,000 people in South Sudan for one full month



### Year End Campaign

Annual campaign to raise funds by the end of the year for L3's through email and social media



Share The Meal



ShareTheMeal

# Unlocking the Power of Individual Giving



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# WFP: A sleeping giant with a compelling mandate

There is room to grow fundraising from individual giving without taking funds away from other agencies/INGOs

**CHILDREN'S EMERGENCY APPEAL**

WITH YOUR HELP, UNICEF CAN PROVIDE CHILDREN WITH ESSENTIAL SUPPLIES – WATER, MEDICINE AND LIFE-SAVING FOOD.

**PLEASE GIVE NOW**  
THANK YOU

**FOR EVERY CHILD IN DANGER**

**FOR EVERY CHILD IN DANGER**

unicef.org.uk

FOR EVERY CHILD IN DANGER

unicef UNITED KINGDOM

unicef UNITED KINGDOM



Photo: Bruno Bierrenbach Feder/Oxfam

**UNHCR**  
The UN Refugee Agency

**URGENT**

TWO MONTHS OLD BABY RAMATOU IS SEVERELY MALNOURISHED

Help them survive now

800,000 refugee children and families are dying of hunger.

**EMERGENCY APPEAL**

**EAST AFRICA FOOD CRISIS**

Text HELP to 70064 to donate £5 now\*

**DEC**

OXFAM DEC MEMBER  
TOGETHER WE'RE STRONGER

**OXFAM**

\*Texts cost £5 plus standard network rate. By texting you consent to future telephone & SMS marketing contact from Oxfam.  
Text HELPNO to 70064 to give £5 and stop future calls & texts.

**Break for Q&A**



**Strategic Choices:**  
Maximize Individual Giving, Expand Corporate and  
Philanthropic Engagement



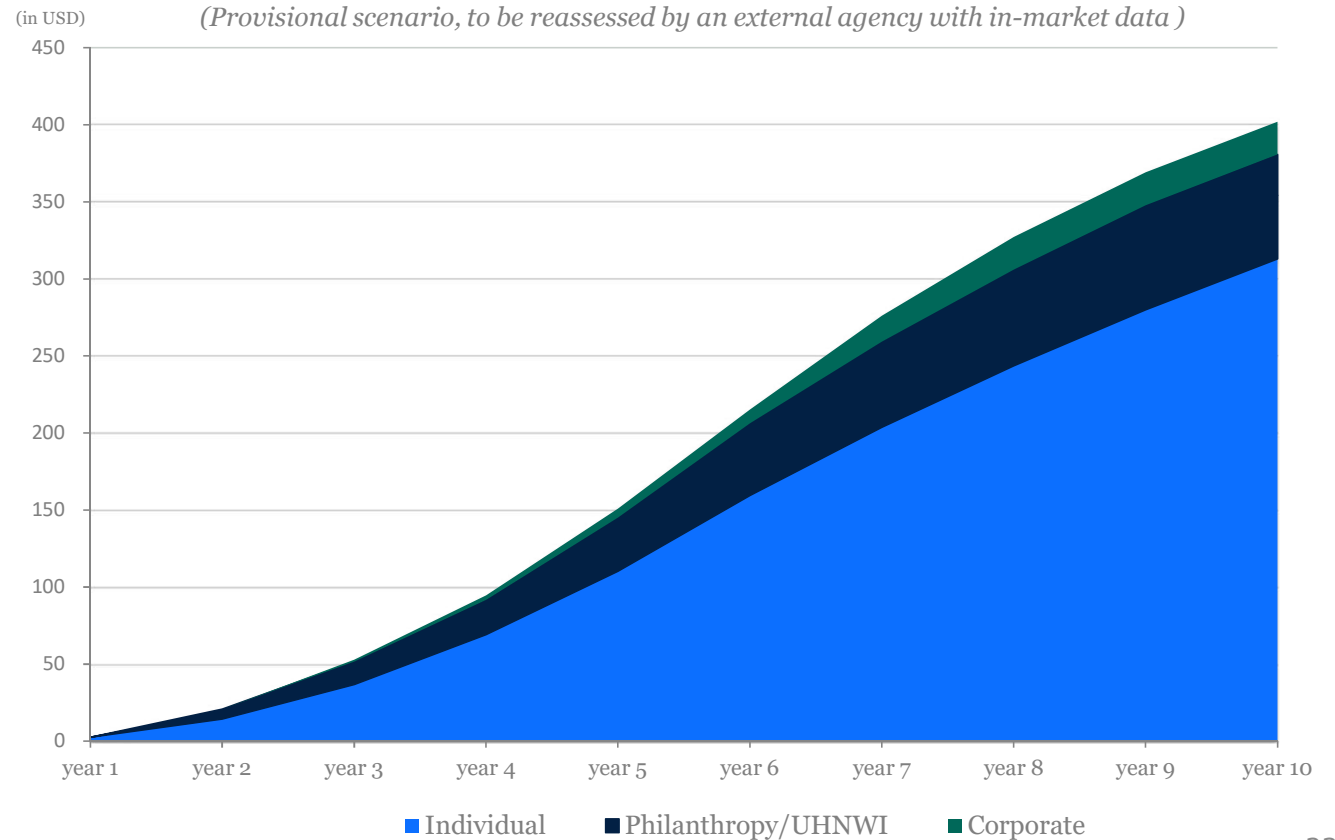
# WFP will be THE Agency of Impact for the Private Sector

~USD 2 billion  
over 10 years

~ 6 billion  
additional meals  
for those in acute  
hunger

## Gross revenue distribution by fundraising channels

*(Provisional scenario, to be reassessed by an external agency with in-market data )*



Source: Sustainable Outreach Analysis

**Channel 1:  
Increase Revenue From  
Individual Giving (Especially Unrestricted)**





# Exponential growth in individual giving will be reached through three pillars

New Markets



Selected “Friends Organizations”\*

WFP USA



JAWFP



Global Digital Fundraising



\* “Friends organizations” are external fundraising organizations which are market based and legally independent from WFP. These organizations fundraise and raise awareness for WFP’s work in their market.

## Successful individual giving programmes are multi-channel

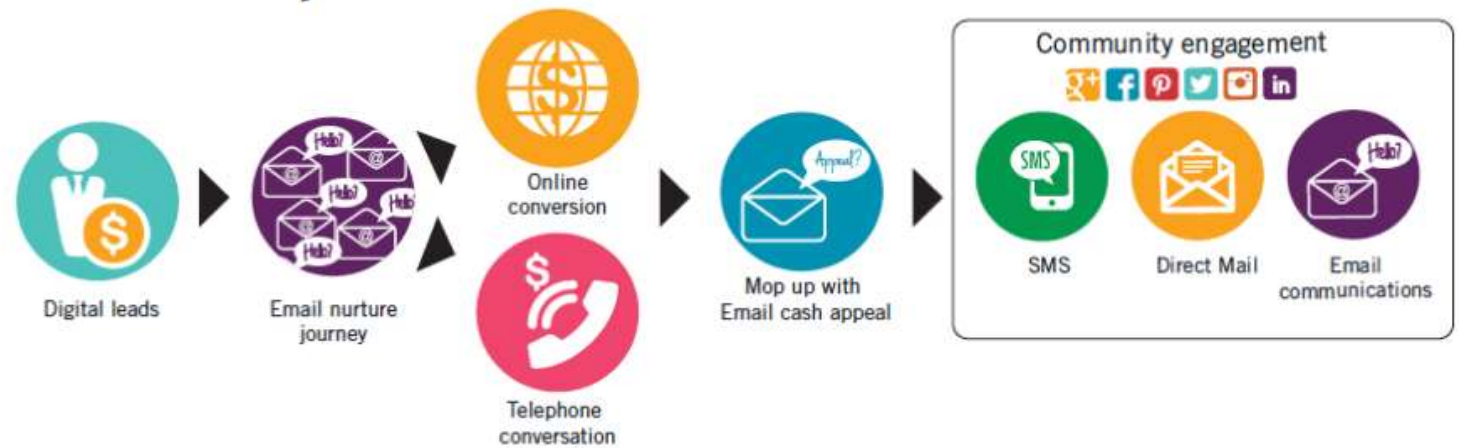
### Offline

- Face-to-face
- Events
- Telemarketing
- Direct mail
- TV
- SMS

### Online

- Email
- Web
- Social media
- Mobile apps

### How to acquire & retain new donors:



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## Individual giving: an impactful source of predictable and unrestricted funding



### The power of unrestricted funding for CSPs

✓ **Effective CSPs:**

*“Flexible and unrestricted financial support is of utmost importance in ensuring that all pieces of the CSP puzzle can be glued together”*

- WFP Zimbabwe

✓ **Capacity Building:**

*“[Unrestricted funding] allows (..) to influence policy and offer high-calibre technical assistance to governments”*

- WFP Indonesia

✓ **Innovation:**

*“[Unrestricted funding will help COs] explore innovative approaches with greater liberty and confidence”*

- WFP Laos

✓ **Funds for chronically underfunded CSP components:**

*“Nutrition has so far gained limited financial traction. Given the importance of nutrition as a cross-cutting theme in all activities (..), unrestricted funding from individual funding would make a huge difference.”*

- WFP Zimbabwe



**Unrestricted funding from individuals will also make a significant difference for forgotten crises.**

**Channel 2:  
Build Impactful Corporate Partnerships to  
Achieve Zero Hunger**



# Fewer, bigger, better

Impact will be achieved by :



High potential fundraising partnerships



Expertise and in-kind partnerships

# Mastercard: The gold standard in consumer-facing partnerships

## Example of best-in-class fundraising partnership

Doing business by doing good, bringing WFP's name, mandate and impact into the homes of hundreds of millions of global consumers



100 million meals



Transport for London campaign



Bancocolombia Campaign



Virgin Money Campaign

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# Creating win-win partnerships

## DSM case study

**For WFP:**

Increasing the **micronutrient content** and quality of WFP's **food basket**

Driving **innovation** in nutritional solutions with **new products** development

**Raising awareness** among **policymakers** and among **employees**, actively engaged in programmes

**For DSM:**

Insights into **new markets and products**

**Employee motivation**

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# The SDGs represent substantial shared value opportunities for companies

## WFP can be a key convenor to connect SDG2 solutions and business opportunities



Delivering the SDGs could generate over **USD 12 trillion** worth of business opportunities

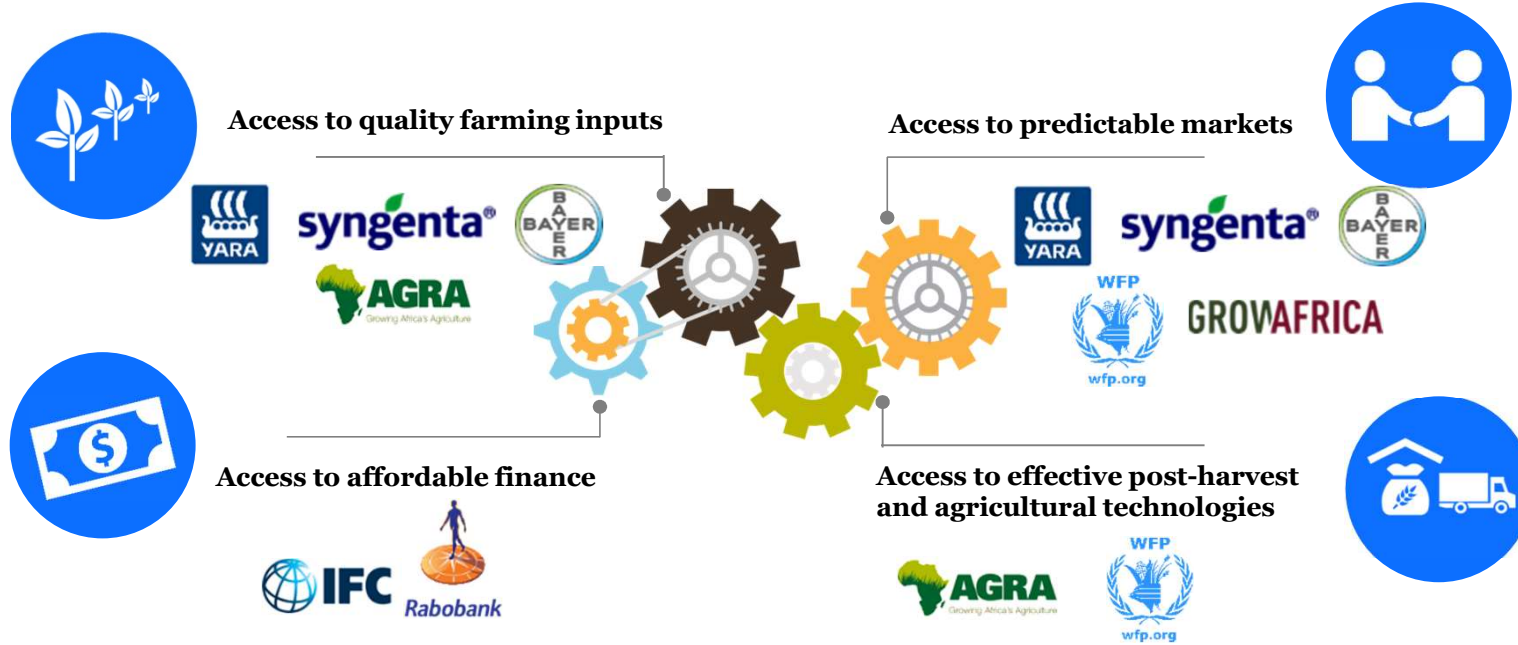
Source: Business Sustainable Development Commission, UK

# The Farm to Market Alliance

*Example of shared value partnership*



## Four Strategic Pathways for Farmer-Market Intervention



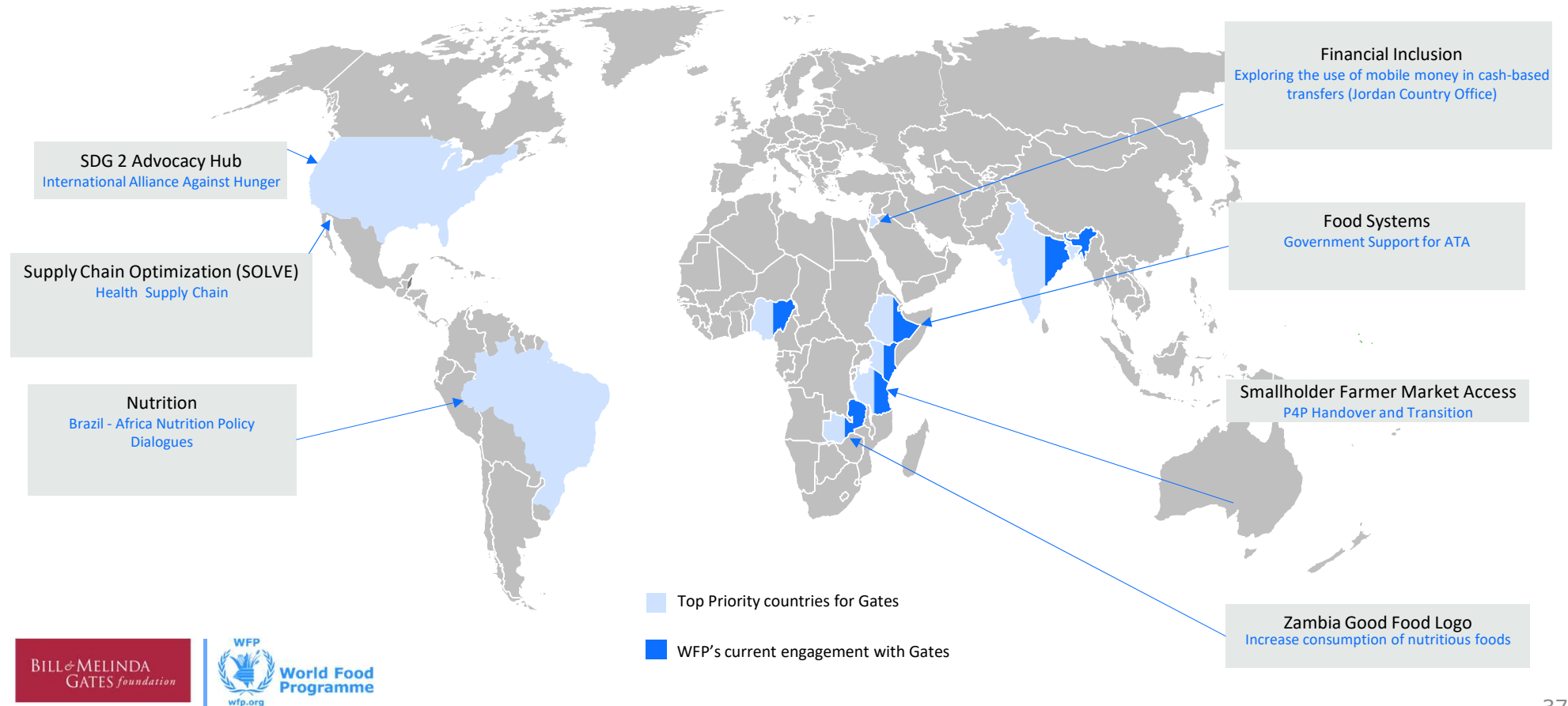
**Channel 3:  
Partner with Foundations to Implement  
Innovative, Sustainable Programmes for SDG 2**



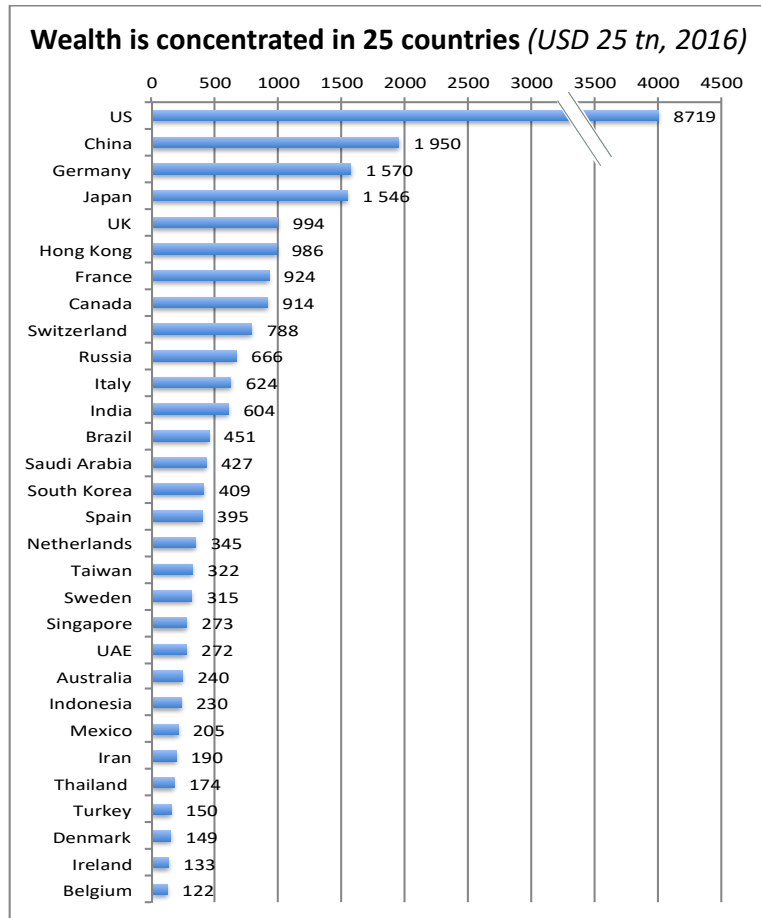
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# The Gates Foundation and WFP: Addressing root causes of hunger

## Example of a global multi-sector partnership



## What about ultra high-net-worth individuals (UHNWIs)?



Source: World Ultra Wealth Report 2017.

- In 2016, there were **more than 200,000 UHNWIs in 25 countries** worth USD 25 trillion
- Of these, **only 8.7% were major donors**
- The relevance of engaging with UHNWIs will be further assessed in conjunction with an external expert agency.



## **Benefits of partnering with foundations:**

- **Catalytic funding**
- **Innovation**
- **Systems change**
- **Thought leadership**
- **High-profile advocacy**

# Investment is the Condition for Success

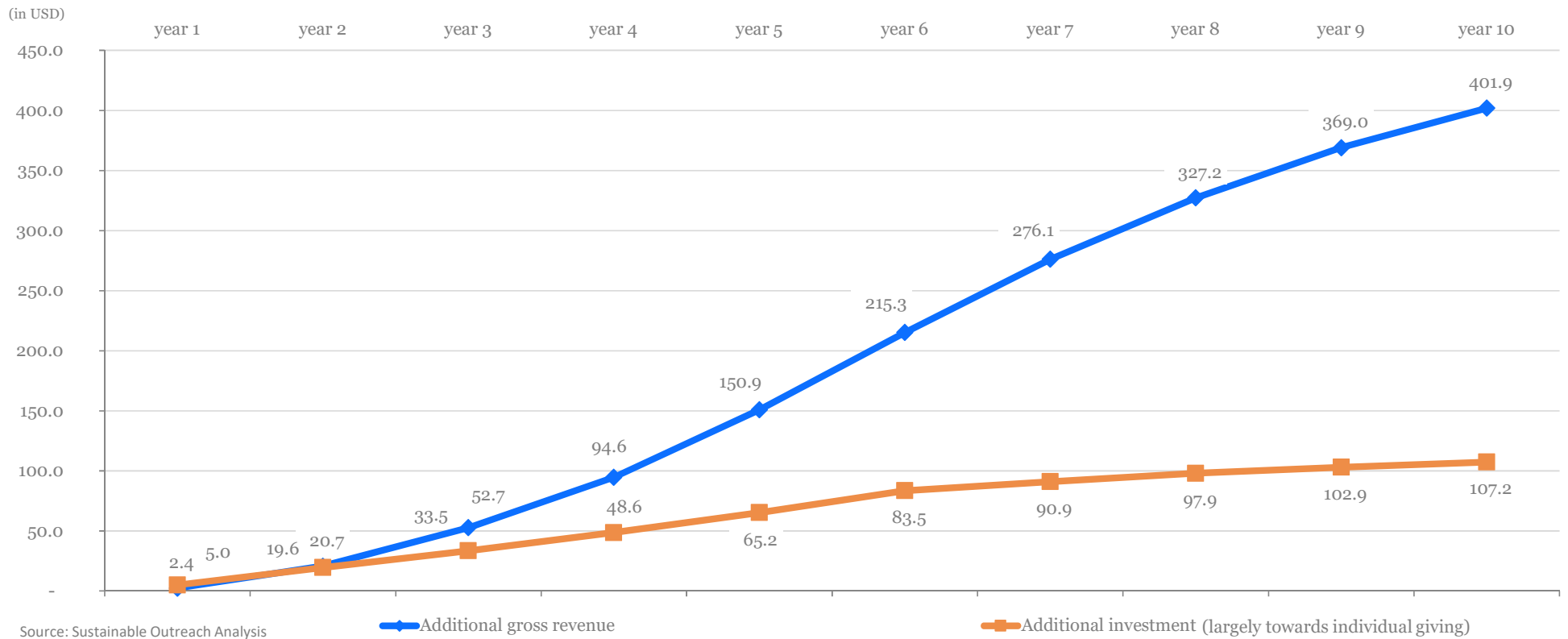




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# Growth comes through Investment

Additional income of USD ~400M in year 10; USD ~ 2B cumulative  
(provisional scenario, to be reassessed by an external agency with in-market data )



# WFP will be THE Agency of Impact for the Private Sector

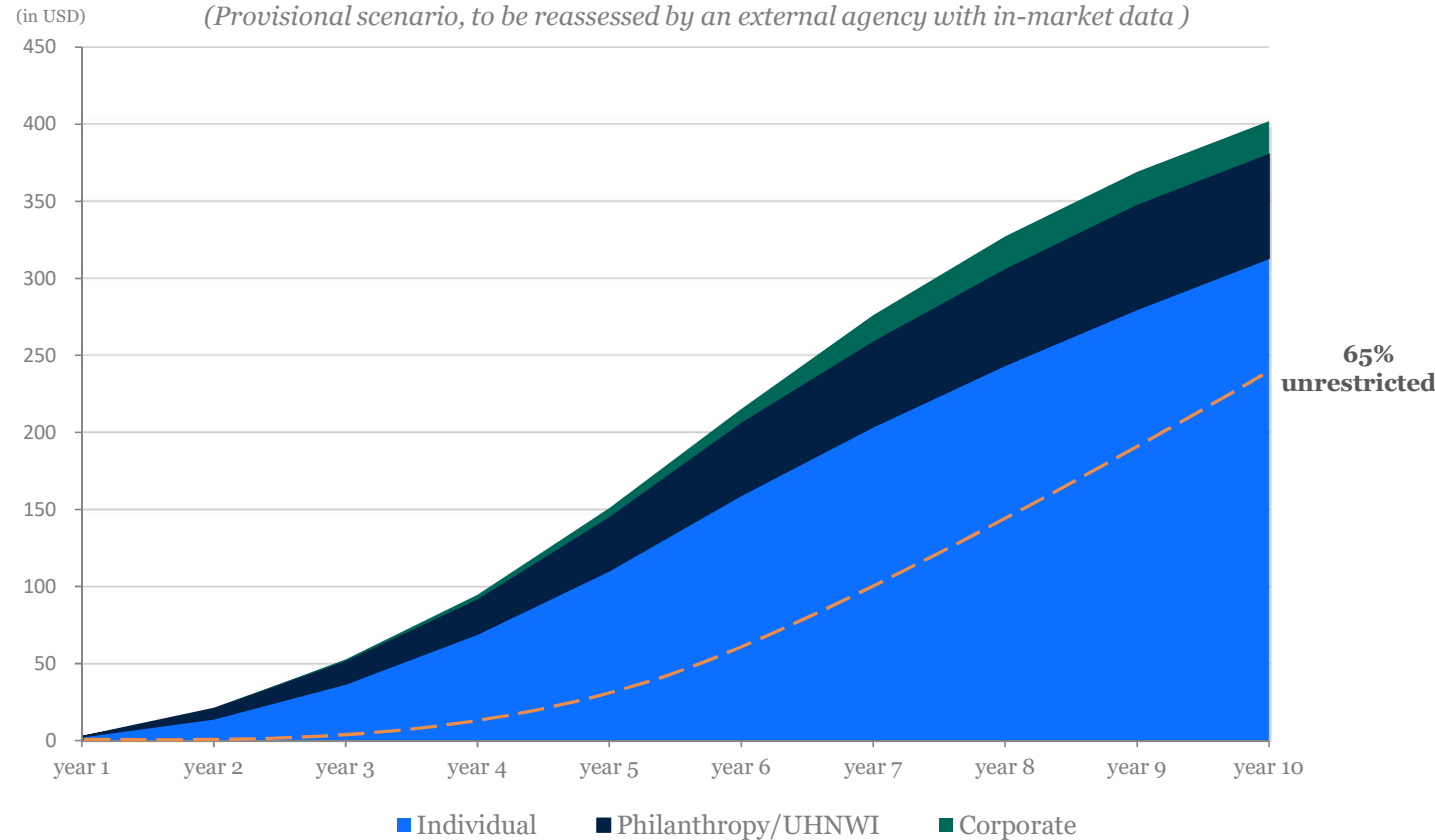
~USD 2 billion  
over 10 years

~USD 1.3 billion  
unrestricted

~ 6 billion  
additional meals  
for those in acute  
hunger

## Gross revenue distribution by fundraising channels

*(Provisional scenario, to be reassessed by an external agency with in-market data )*



# Together, we can create a movement that achieves Zero Hunger by 2030





*“It always seems impossible until it's done.”*

*– Nelson Mandela*

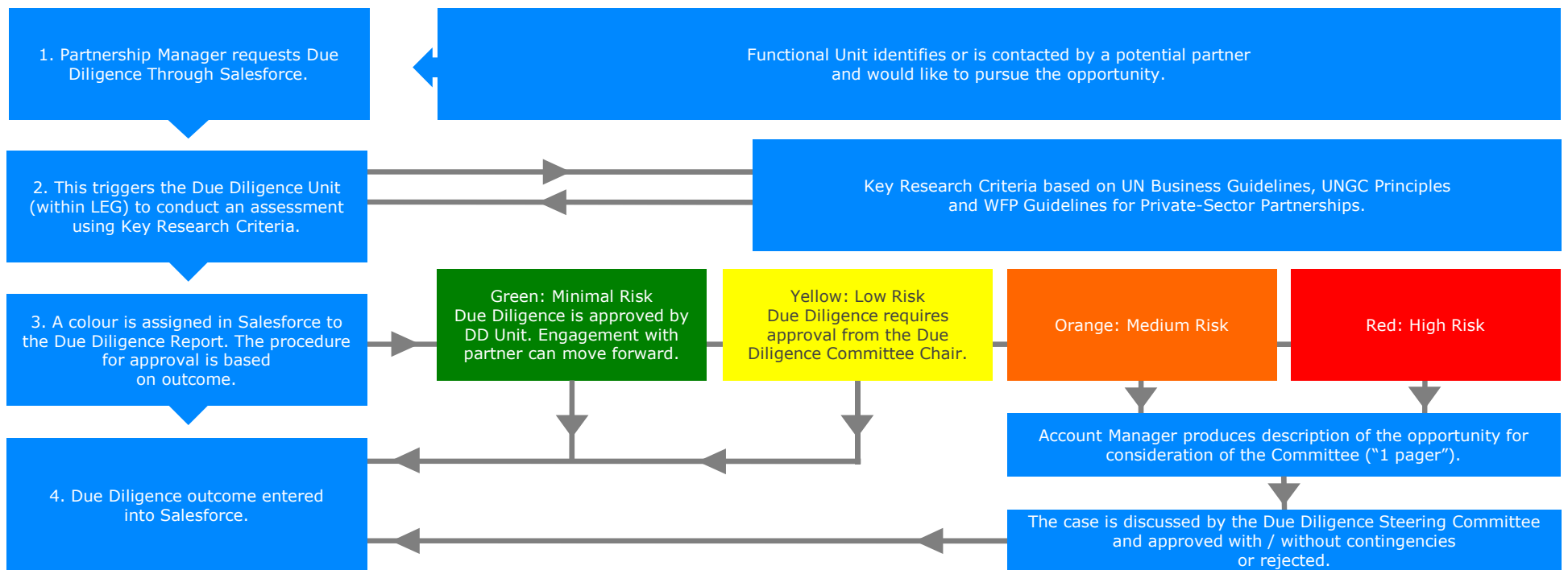
**Thank You.**

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# Annex



# Due diligence process for organizations being considered as partners or donors



Due Diligence Steering Committee membership: Leadership Group, chaired by Deputy Executive Director.