Fundraising & Private Partnerships

Meeting the Needs of the Hungry

22 January 2013 | World Food Programme

WFP

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“Private Sector” at WFP

Fundraising + Partnerships with:

- Corporations
- Foundations
- Individuals
- NGOs

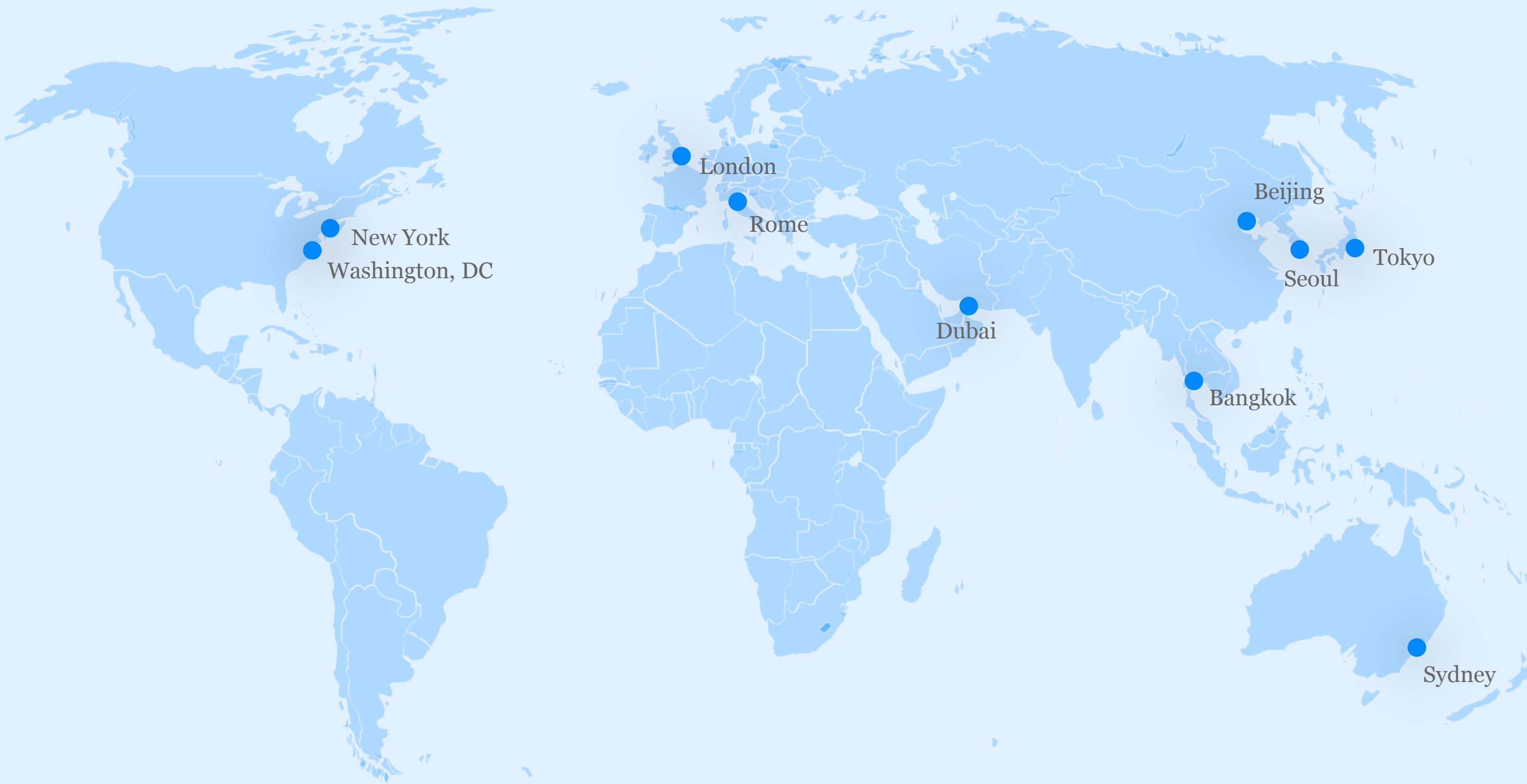
Why Private Partnerships

- Private sector engagement (funding, in-kind, technical expertise, etc.) enables WFP to feed more people.
  - High net margin activity: For every $11 spent - $100 in resources generated.
  - Source of multilateral flexible funding.
  - Interest and capacity to fund WFP's development work.
  - Build public awareness and support of WFP.
  - Can be effectively mobilized to provide emergency support.

Private Sector at a Glance

- Resources generated to date—US$548M
- Resources generated in 2012–US$64M
- 2012 budget—US$7.6
- 11% Cost of funds raised – more efficient than other UN agencies (UNHCR 35% / UNICEF 13%)
- Start-up and development costs funded from US$13M loan from General Fund.
- 2013 current staffing—34

Our Global Presence



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Partnership Snapshot

Emergency Logistics	TNT	PEPSICO	CATERPILLAR®	Vodafone Group Foundation
Nutrition/Health/ Education	DSM	Cargill™	kraft foods	LG
Advocacy/Awareness	feedBAG	Yum!	zynga®	Unilever
Special Initiatives	MasterCard	Bill & Melinda Gates foundation	The Howard G. Buffett Foundation	The Rockefeller Foundation

Results Against 2008 Plan

2008 Plan/Goal	2012 Results to Date
US$1 Billion net by 2017	US$.58 Billion through 2012
US$200 Million per year as of 2017	US$116 Million average (2012: US$64 Million)
Less than 25% cost of funds raised	11% cost of funds raised
50-60% of donations from corporations	63% funding from corporations
25% of funds to multilateral	29% of funds to multilateral
Self-financed	Fundraising model and inconsistent application of fees has impeded self-financing
US$19 Million available as loan for start up	US$13 Million drawn. Difficulty in making payments anticipated.

Lessons Learned

- Ready to transition from a start-up to a mature business.
- Funding model is not ideal for moving forward.
  - Operationally problematic (internal)
  - A competitive disadvantage (external)
- Internal “bottlenecks” are limiting growth and efficiency
- Classification of irregular revenue has caused confusion
- Due Diligence should be segregated
- Prioritization is needed to maximize effectiveness and return on Division resources.
- Investment required to grow resources generated.

What's Next?

Revised Strategy
(June 2013 EB)

- Distinction between partnerships & fundraising
- Priority opportunities
- New funding model and required investment for continued growth
- Support organizational priorities and work within capacity

New Due Diligence
(January 2013)

- Committee decision

Questions