



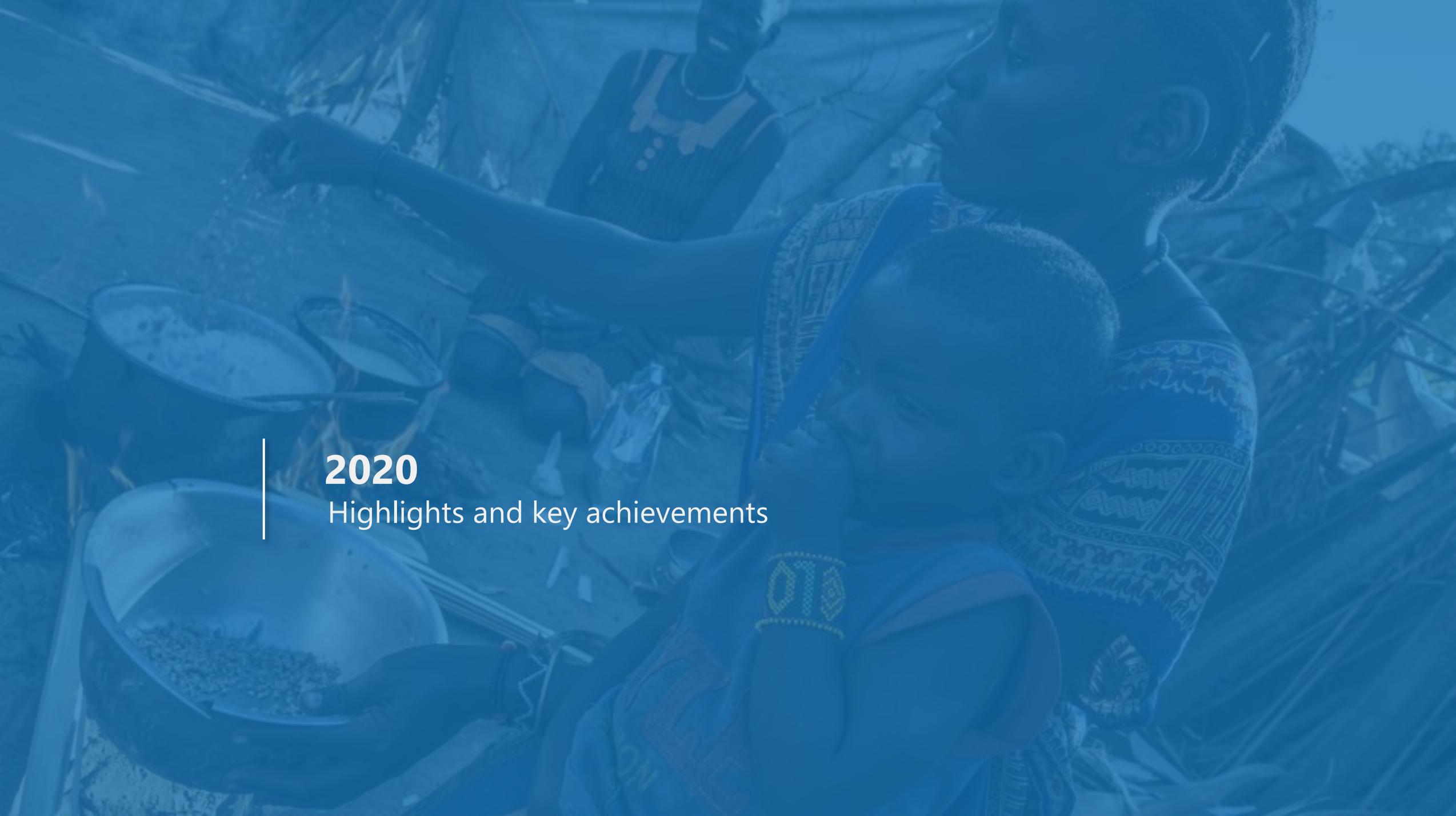
Private Partnerships and
Fundraising (PPF)
Division

Private Sector Partnerships & Fundraising Strategy 2020-2025

End of Year 2020 Presentation to the Executive Board

2 March 2021





2020

Highlights and key achievements

2020 Results

Summary of key achievements



Highest year-to-date financial performance, delivering USD 161 million. Private sector was the tenth largest WFP donor in 2020



USD 111 million secured from corporations, foundations and NGOs



Income from individuals increased to USD 50 million from ShareTheMeal (STM), PPF individual giving (IG) and Friends organizations – together 700,000 new supporters were recruited across the world



Return on investment for the CCI-investments **exceeded the Strategy KPIs**: teams achieved a ROAS of 2.0 which is above the target 12-month ROAS of 1.7 for all channels and countries



Appointment of dedicated capacity in all regional bureaux completed. A new **Knowledge Portal for field practitioners was launched** and a **Global Services unit was created** to provide support services to global and local private sector engagement efforts



Alignment with Friends organizations (JAWFP and WFP USA) and successful **brand building** activity

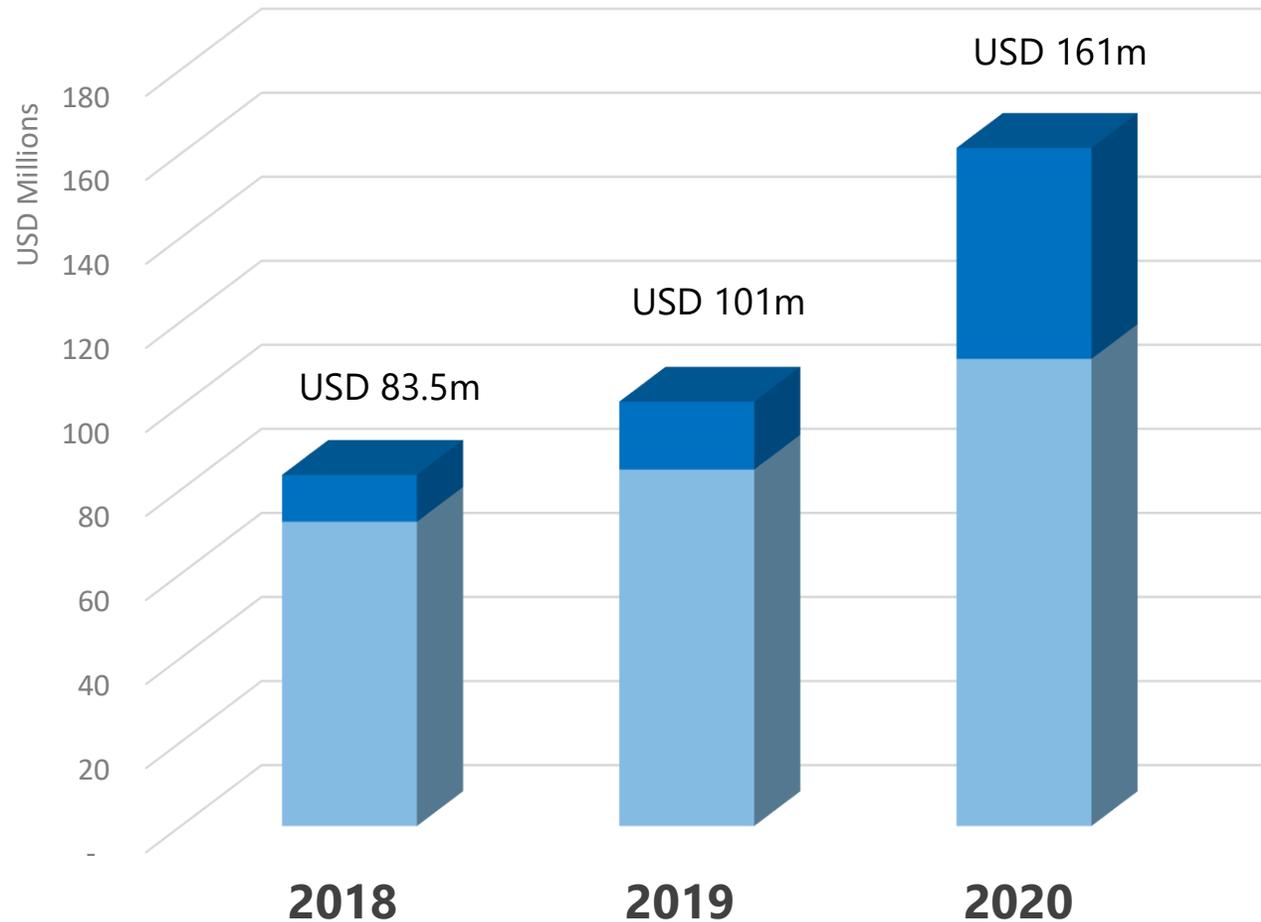


PRESENTATION OUTLINE

- 2020 Highlights and Key Achievements
- Nobel Peace Prize
- IMPACT: Strategy Pillar 1
- INCOME: Strategy Pillar 2
- INNOVATION: Strategy Pillar 3
- Looking forward to 2021

Overview of financial results

Partnerships and individual giving income year-on-year comparison



2020 overall financial results

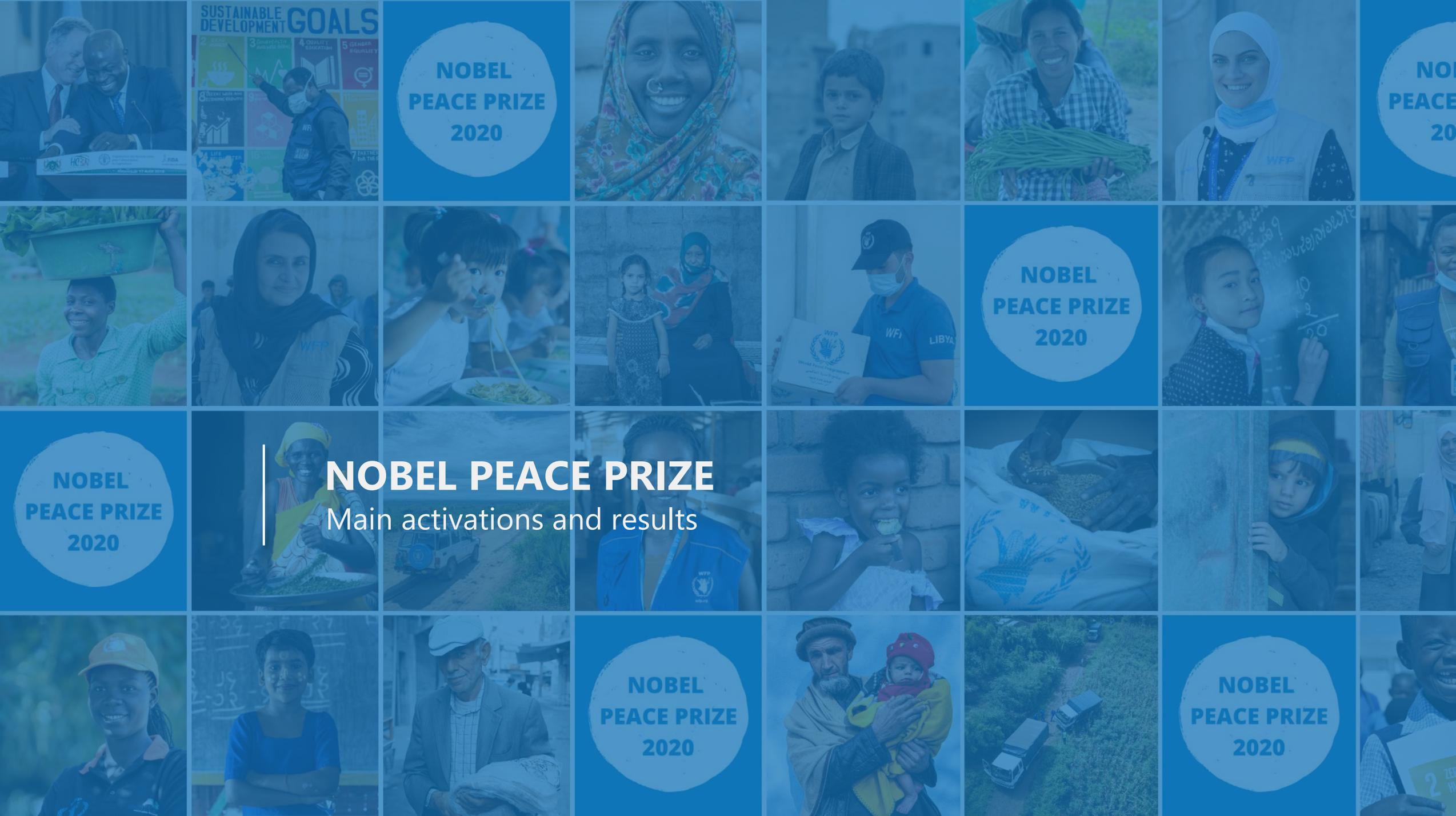
Registered contributions at the end of 2020 total USD 161m compared to the planned income of USD 128m and mid-year forecast of USD 140m. This **financial performance** put the **private sector as the tenth largest WFP donor in 2020**.

Of the USD 161m in income:

- USD 130.8m in cash;
- USD 30.6m in-kind.

USD 61m, out of the USD 161m, was emergency-related income (including USD 47m funds raised in response to COVID-19).

■ Partnerships ■ Individual giving



**NOBEL
PEACE PRIZE
2020**

**NO
PEACE
20**

**NOBEL
PEACE PRIZE
2020**

**NOBEL
PEACE PRIZE
2020**

NOBEL PEACE PRIZE
Main activations and results

**NOBEL
PEACE PRIZE
2020**

**NOBEL
PEACE PRIZE
2020**

Nobel Peace Prize

Impact on brand awareness and visibility

Spike in brand awareness and visibility around both the Nobel Peace Prize announcement (in Oct) and ceremony (in Dec).

The latter, **generated** these levels of **audience exposure and donations despite** the ceremony itself being under **COVID-19 restrictions** with no attendees or media physically present.



Nobel Peace Prize Ceremony & Announcement Key numbers

Social fan
growth

**61K
new fans/
followers**

estimated for WFP's
social community

344% weekly
increase

Source: Google Analytics
Oct only

Target Press
coverage

610 articles
in target press,
which produced

**315M
impressions**

Source: Meltwater
Oct & Dec Combined

Political
advocacy

823 mentions
from ambassadors
or ministers

260% more than ED's
Security Council
speech in November

Source: Brandwatch
Oct & Dec Combined

Cultural
Influencers

**100 global
names**
in film, music, sport
and the arts generated
an estimated

**323M
impressions**

Source: Meltwater
Dec only

New
audiences

67k visitors
to NPP page on
WFP.org

+225% above
expected levels.
These Individuals
will be saved and
retargeted

Source: Google Analytics
Dec only

Nobel Peace Prize

Engagement with partners and individual supporters



PPF rolled out an **engagement campaign for existing private sector partners and prospects:**

- Several partners featured in WFP's official Nobel virtual ceremony video, and many others provided additional contributions, including a USD 1m donation from Cargill secured by WFP USA
- Many existing partners promoted WFP as recipient of the award through their social media networks

The high profile of WFP when the Nobel Peace Prize was announced in October and awarded in December is estimated to have raised approx. USD 2.5 million from individual supporters at WFP USA, JAWFP and the WFP teams STM and IG from existing and new donors.

Most teams saw double response on the day of the announcement.



IMPACT
STRATEGY PILLAR 1

Achieving impact for WFP's goals in areas of supply chain and technology

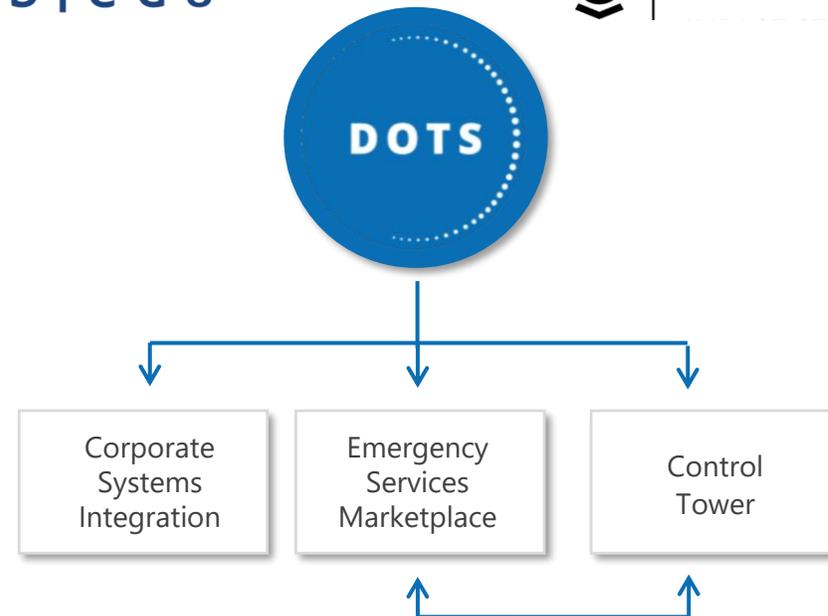
Palantir, UPS, Tableau

With access to partners' solutions/expertise, WFP is strengthening its data management capabilities and making progress towards its digital transformation goals.

Powered by Palantir Foundry and supported by UPS, **Optimus** enabled WFP to scale-up its food basket optimization efforts (resulting in over USD 50m cost savings across WFP's global operations to date).



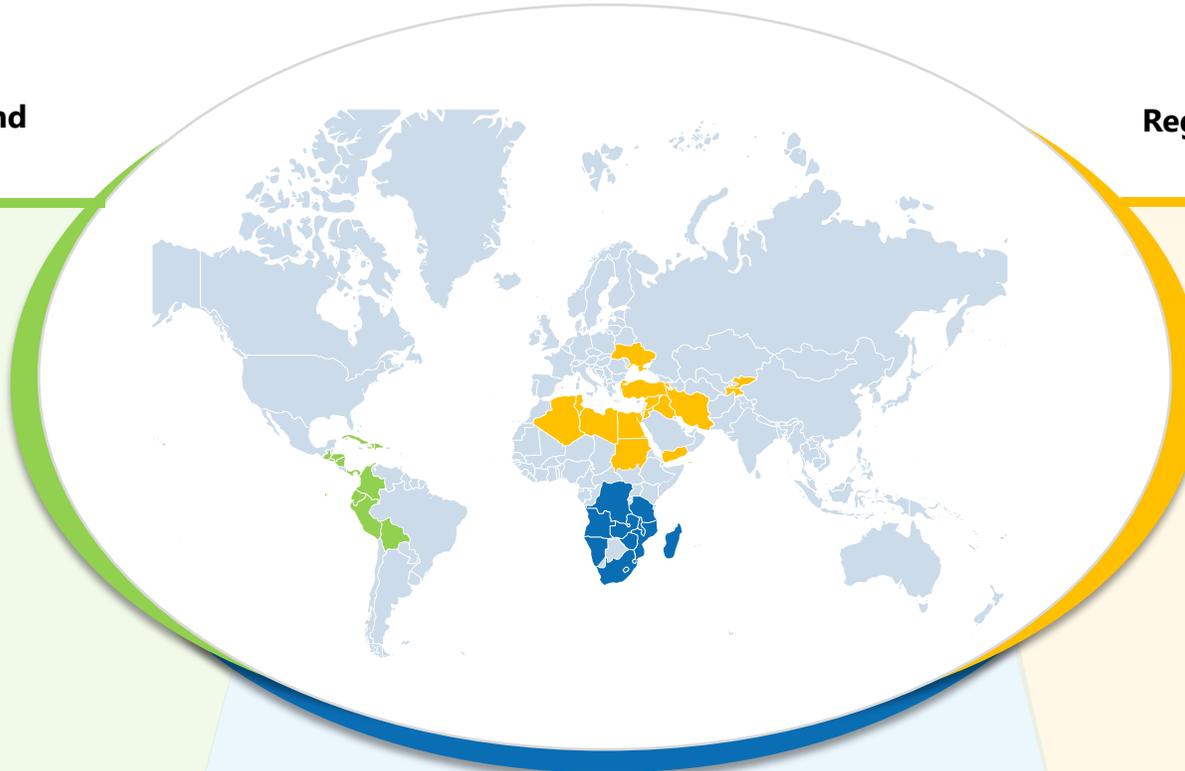
Building on the success of Optimus, WFP launched **DOTS** to empower data consolidation from across all of WFP's major systems through a user-friendly web-based application. DOTS is powered by Foundry and relies on technology and software from Palantir. Tableau is used to provide dashboard to our humanitarian partners.



Private sector engagement at regional and country levels

Main local and regional partners

Regional Bureau for Latin America and the Caribbean



Regional Bureau for the Middle East and Northern Africa



Choithrams
full of goodness

careem



Regional Bureau for Southern Africa



Private sector engagement at regional and country levels

Global partners with local activations

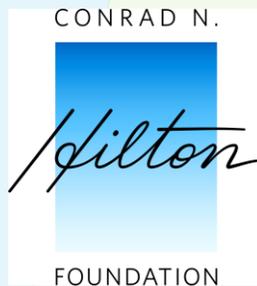
Regional Bureau for Eastern Africa



PEPSICO
FOUNDATION



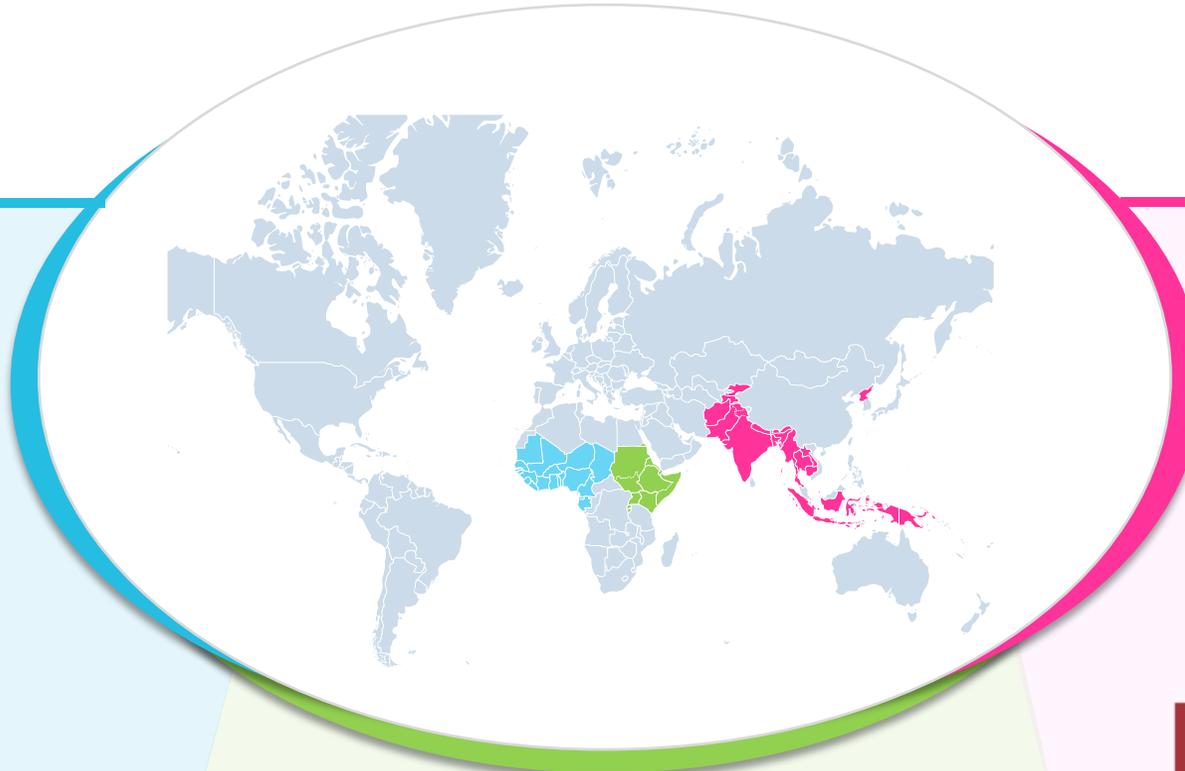
The **ROCKEFELLER**
FOUNDATION



Regional Bureau for West Africa



Business Network
ENGAGE • INSPIRE • INVEST



Regional Bureau for Asia and the Pacific

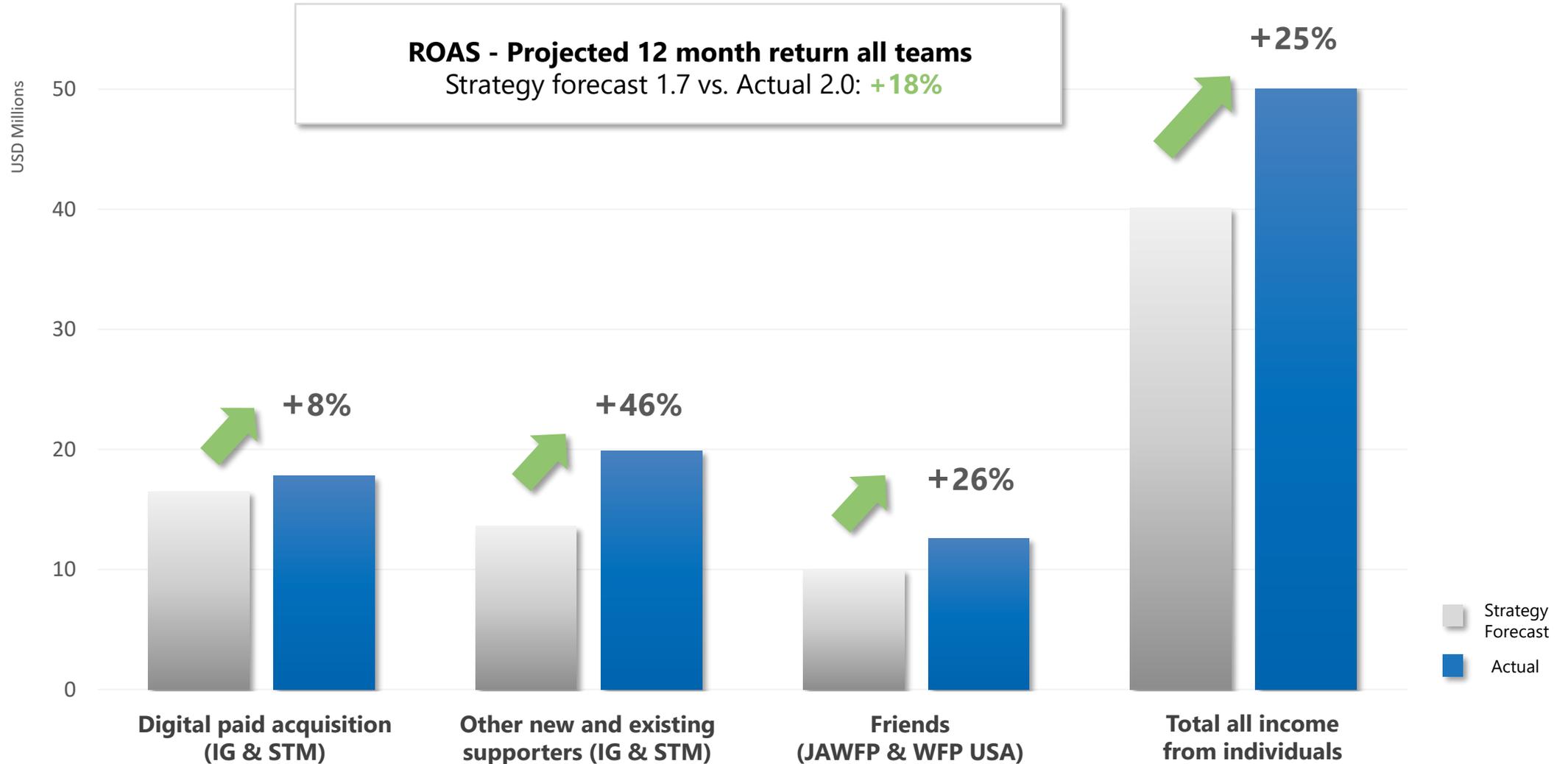


A woman in a white hijab and a colorful patterned dress is kneeling on the ground, kneading dough in a wooden bowl. She is looking towards the camera. In the background, several other women are visible, some sitting on the ground and others standing. The scene is set outdoors in what appears to be a rural or semi-urban area. The entire image has a blue tint.

INCOME
STRATEGY PILLAR 2

How 2020 actual income from individuals compared to the projections in the strategy

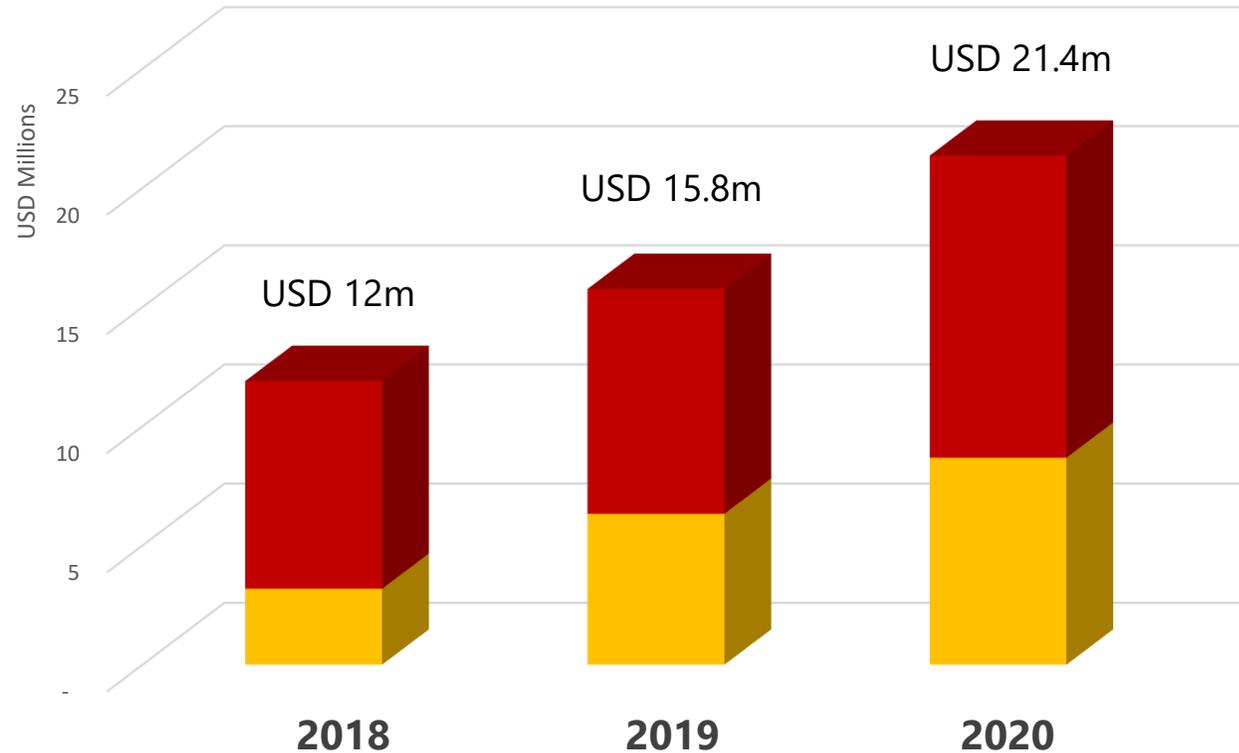
Overall income - comparison of the strategy model and forecast with 2020 actual income



Friends Organizations

Income growth and 2020 results

Year-on-year income comparison
(JAWFP and WFP USA)



End of year 2020 results
(JAWFP and WFP USA)

Both JAWFP and WFP USA had successful years.

JAWFP raised over USD 12.7m in 2020 from both individuals and corporations, +25% from 2019. The biggest increase was from individual giving, which increased 42% from 2019.

WFP USA ended their fiscal year (ending Sept 2020) with a 30% increase in revenue year-on-year and the highest revenue in seven years. They continued this strong performance Oct – Dec and expect a further significant increase in 2021.

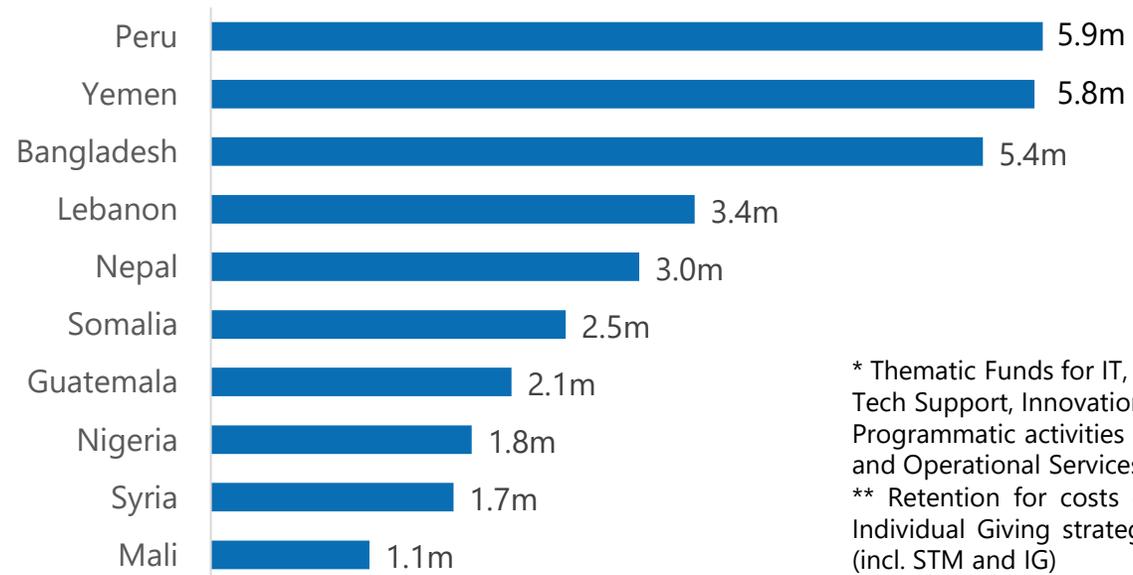
WFP USA JAWFP

How the income has been allocated

2020 funding allocation



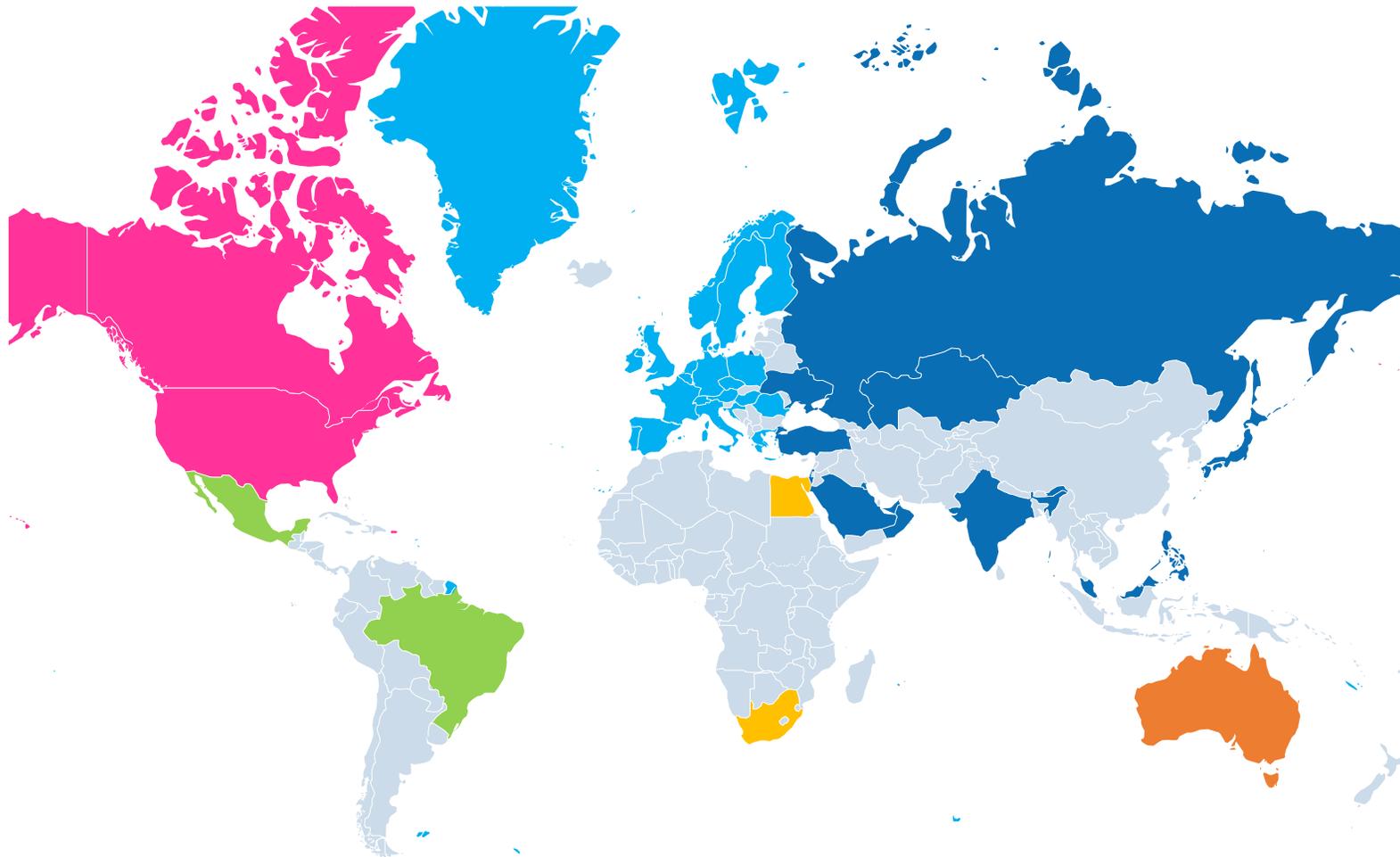
Top 10 recipient country offices



* Thematic Funds for IT, Tech Support, Innovation, Programmatic activities and Operational Services
** Retention for costs of Individual Giving strategy (incl. STM and IG)

Where our individual donors come from

850,000 people made donations in 2020

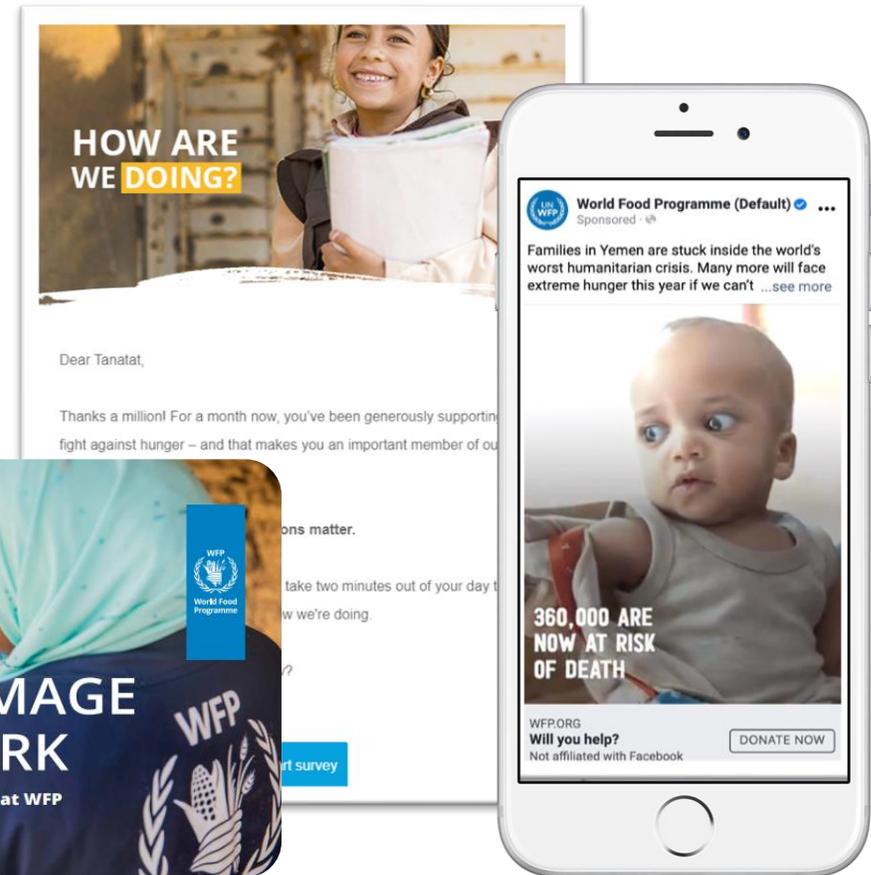


Europe (22)	336,894 supporters
Asia & Middle-East (13)	230,078 supporters
North America (2)	142,278 supporters
Oceania (1)	17,251 supporters
Central & Latin America (2)	10,094 supporters
Africa (2)	6,948 supporters

** This maps represents the 42 countries of origin that account for 88% of all supporters who made donations through the programmes of STM, IG, JAWFP and WFP USA. This includes all countries with more than 3,000 supporters donating in year.*

Building the WFP brand in ways that support the growth of private sector engagement and individual giving

- CAM worked with key country offices for **stories and images for end of year appeals** and emergency content gathering
- Under the leadership of WFP Chief of Staff, **agreed SOP to launch appeals for sudden-onset events**, for activation across all WFP country offices
- Completed work on phase one of the **wfp.org website refresh**. Further bespoke individual giving work and stakeholder mapping in Q1 2021
- Finalized the **Image Guidelines framework** for WFP's external communications to be rolled out across the organization in Q1 2021
- Jointly commissioned an **IPSOS brand study** with interviews at the end of 2020 and results expected end Q1 2021 to compare with 2018 results





INNOVATION
STRATEGY PILLAR 3

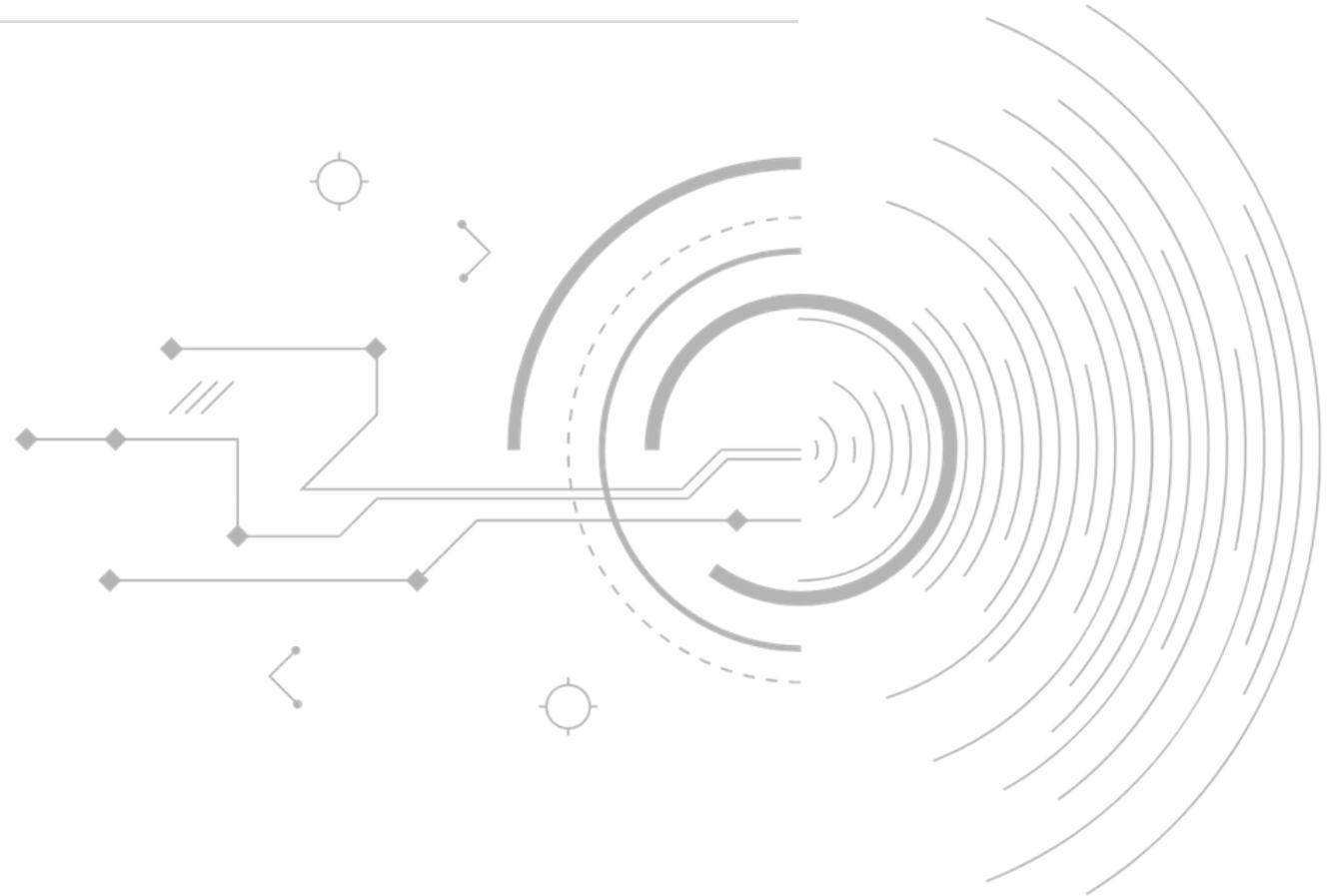


WFP's engagement with the technology industry

As a driver of innovation

Expanding partnerships with the technology sector is central to delivering innovation to help WFP accelerate progress towards zero hunger. This could be through the application of new technologies developed by leading businesses or evolutions in technology that influence the general public's readiness to make purchases and donations online.

PPF and the Technology Division developed a new governance structure to achieve greater cohesion around WFP's approach to partnerships with the technology industry: the **Technology Industry Engagement (TIE) Committee**.



ShareTheMeal innovative ways to engage with users

2020 Awards and Delivery Hero



Apple's "Best of 2020"
in the category
'Trend of the year: making
a difference'



**Google's
"Best Apps Of 2020"**
in the Category
'Apps For Good'



**Full API integration with
Delivery Hero.** The
partnership now active
in five countries has raised
USD 140,000 to date

Crowdsourcing innovation for fundraising

Global Open Innovation Challenge for Fundraising



WFP was a co-initiator of the **Global Open Innovation Challenge for Fundraising**, a crowdsourcing of innovative ideas and proven concepts to reimagine the **future of private sector fundraising**. A group of **14 international non-profit organizations** collaborated towards common objectives of sustainability and innovation, through an unprecedented global mobilization.



1,500 participants
from all over the world

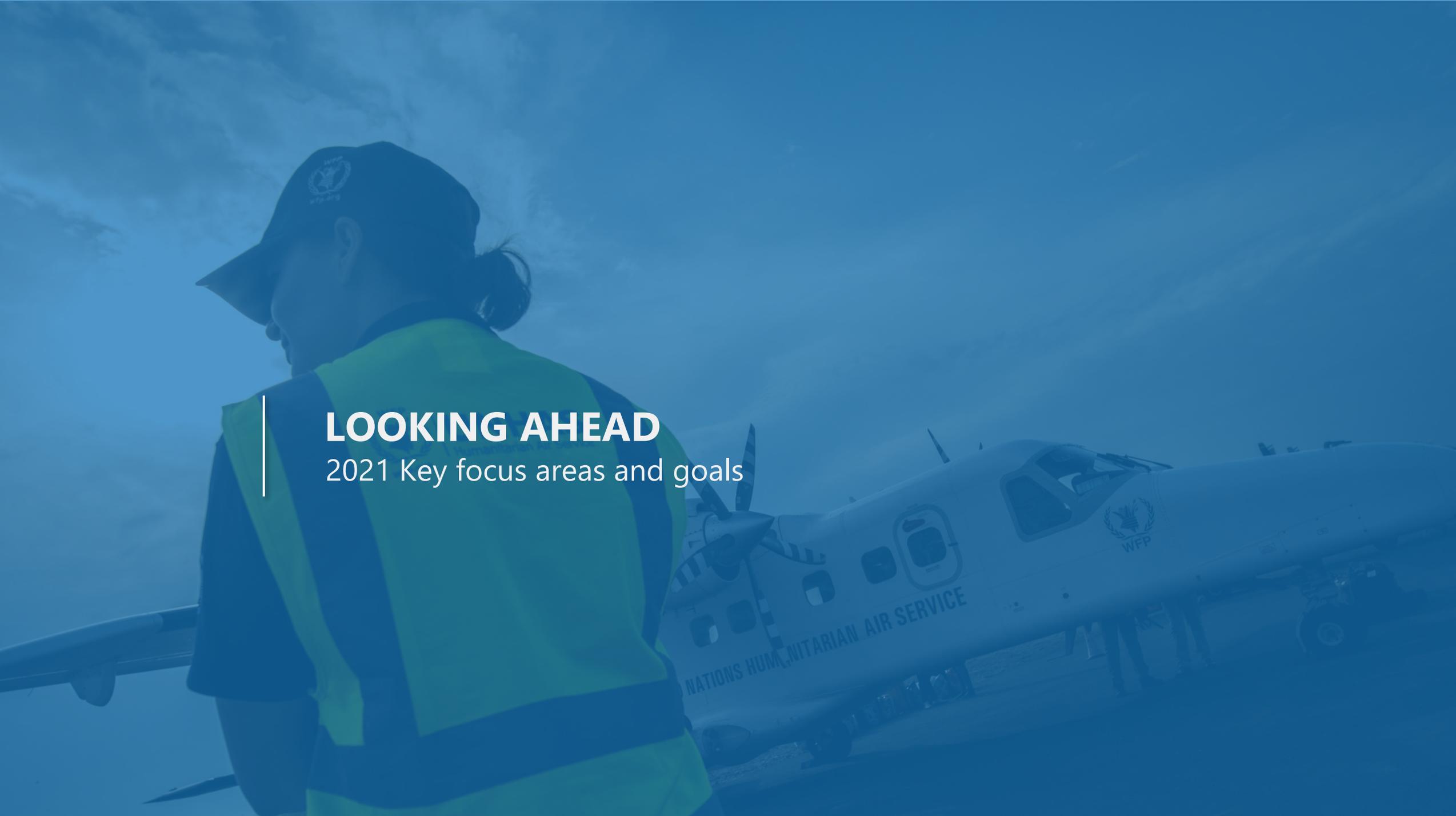


230 submissions
from companies, start-ups,
and fundraisers



113 expert evaluators
nominated by the co-initiators



A person wearing a dark cap and a high-visibility yellow and black safety vest is seen from the back, looking towards a white aircraft. The aircraft has 'NATIONS HUMANITARIAN AIR SERVICE' and the WFP logo on its side. The entire scene is overlaid with a semi-transparent blue filter.

LOOKING AHEAD

2021 Key focus areas and goals

The year ahead

Key focus areas and objectives for 2021

- **Eight existing partnerships** will be renewed/restructured. Target of securing **three new global impact partnerships**.
- IG, STM and Friends teams will scale-up their programmes to deliver **USD 70 million from individuals**.
- **Main elements of the impact assessment framework expected to be delivered mid-year** and piloted with select partners through the remainder of 2021.
- WFP will **leverage the Nobel Peace Prize to strategically position the organization**, using key moments such as Stockholm Peace Forum, G7 and G20, COP26 and Food Systems Summit.
- **Increased and optimized engagement with the regional bureaux** will focus in 2021 on identifying priority needs to provide appropriate support to country offices, improving regular exchange between regional bureaux and HQ and raising the visibility of field level partnerships.



The year ahead

Key focus areas and objectives for 2021

- ➔ **Mobilize resources and build awareness to prevent famine for millions of people.** Highlighting WFP's unique role in bringing communities back from the brink and seeking to tap into new sources of funding.
- ➔ Work on **positioning WFP as partner of choice for the private sector** in the development and co-creation of long-term collaboration that delivers high impact will continue.
- ➔ Ensure the further scale up of private sector engagement and individual giving follows a **risk-managed approach**. Including aligning with global standards for data protection and ensuring due diligence processes are comprehensive and timely.
- ➔ **Reporting to the Executive Board will change in 2021** following feedback in 2020. Four quarterly reports will be issued summarising financial and investment performance year-to-date. Full reports will be provided at the mid-year point and at the end of the year. Interactive workshops will be delivered for the Executive Board in July.



