



Private Partnerships and  
Fundraising (PPF)  
Division

# Private Sector Partnerships & Fundraising Strategy 2020-2025

Q1 Results – Presentation to the Executive Board

27 May 2020





## PRESENTATION OUTLINE

- Q1 RESULTS: Highlights and key achievements
- COVID-19: Impact and response
- IMPACT: Strategy Pillar 1
- INCOME: Strategy Pillar 2
- INNOVATION: Strategy Pillar 3
- Q2 PRIORITIES: In a COVID-19 world



## Q1 RESULTS

Highlights and key achievements

# Q1 Results

## Key achievements



### IMPACT



- Increased capacity to develop additional technical partnerships
- Enhanced engagement with Regional Bureaux and Country Offices to maximize Private Sector impact



### INCOME



- Scaleup of both the Individual Giving (IG PPF) and Share the Meal (STM) teams with the additional investments allocated to recruiting new supporters
- Significant new cash contributions triggered by COVID appeal



### INNOVATION



- Progress in developing the key building blocks of a multi-channel system for the 24-hour management of supporters' experience of engagement with WFP
- Further exploration of innovative financing options

# Q1 Results

Collaboration with key stakeholders





## COVID-19

Impact on private partnerships & fundraising  
and WFP's response

# COVID-19 Response

The impact on private partnerships & fundraising



**Increase in risk**



**Overall impact unknown**



## Actions to mitigate risk

### Partnerships

- First step to engage with partners to understand impact on their business
- Stressed solidarity with partners and regularly shared operational updates and content
- Early financial asks to select partners to fund critical pandemic response
- Shifted focus of existing partnerships to respond to changed circumstances and broaden partnership activities

### Individual Giving

- Executive Director's solidarity message sent to all supporters as first communication
- Digital advertising shifted to Covid-19 messaging and activity increased as results improved
- Daily tracking performance to allow rapid decision making

# COVID-19 Response

Engaging partners in WFP's emergency work



**Overall New Contributions\***

**USD 63 M**

of which 31 M in progress

(\*) As of May 20, 2020

## Confirmed donations include:

**MARS**

UNITED NATIONS  
FOUNDATION



**Cargill**



**Bank of America**

**HERBALIFE.**

## Donations in progress include:

- ABinBev
- Al-Thani Fund
- AXA
- Bank of Africa
- Big Heart Foundation

- Dar Al Ber Society
- LDS
- My Step Foundation
- TEK Systems



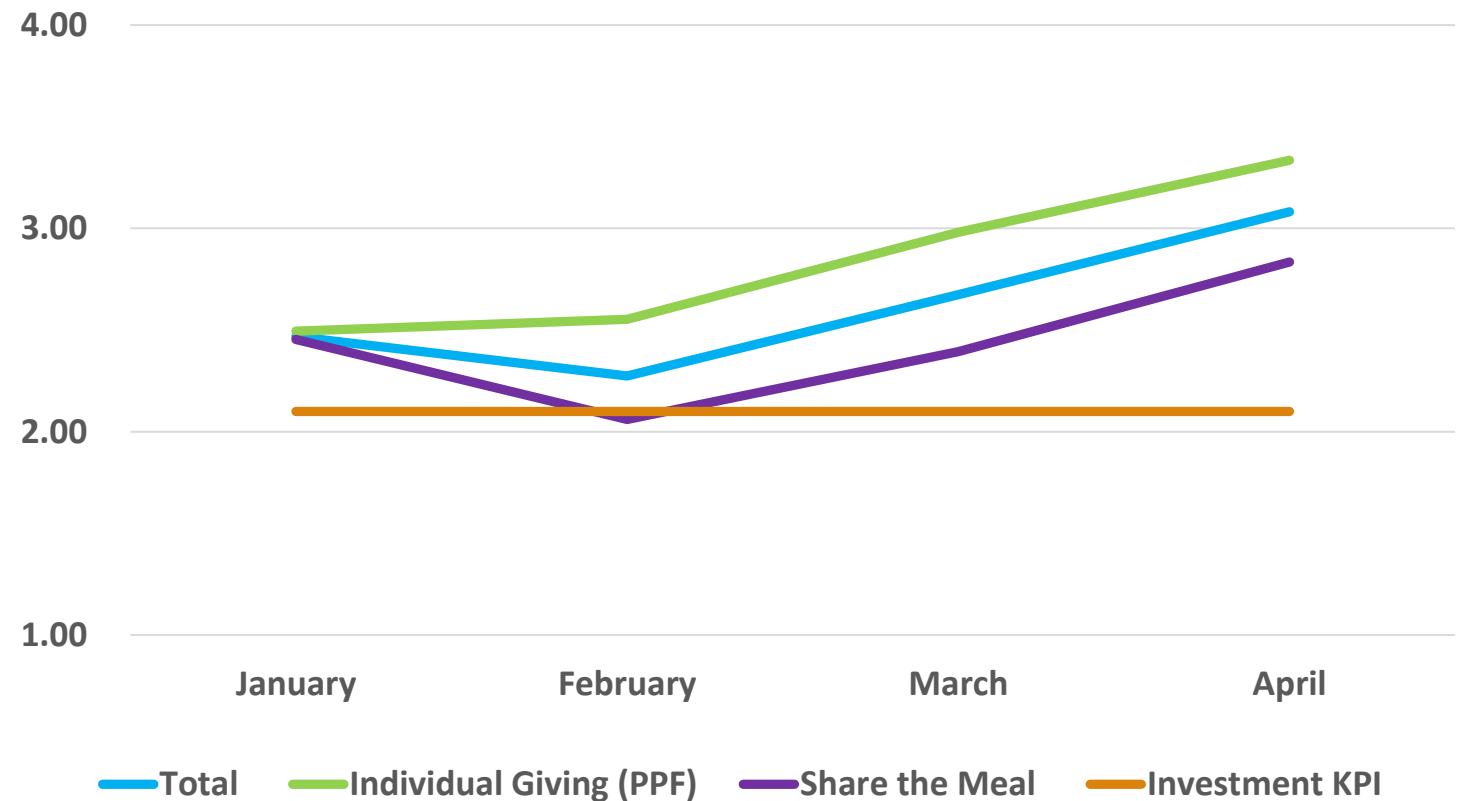
# COVID-19 Response

Engaging with supporters of WFP

## Supporters responded generously to COVID-19 response:

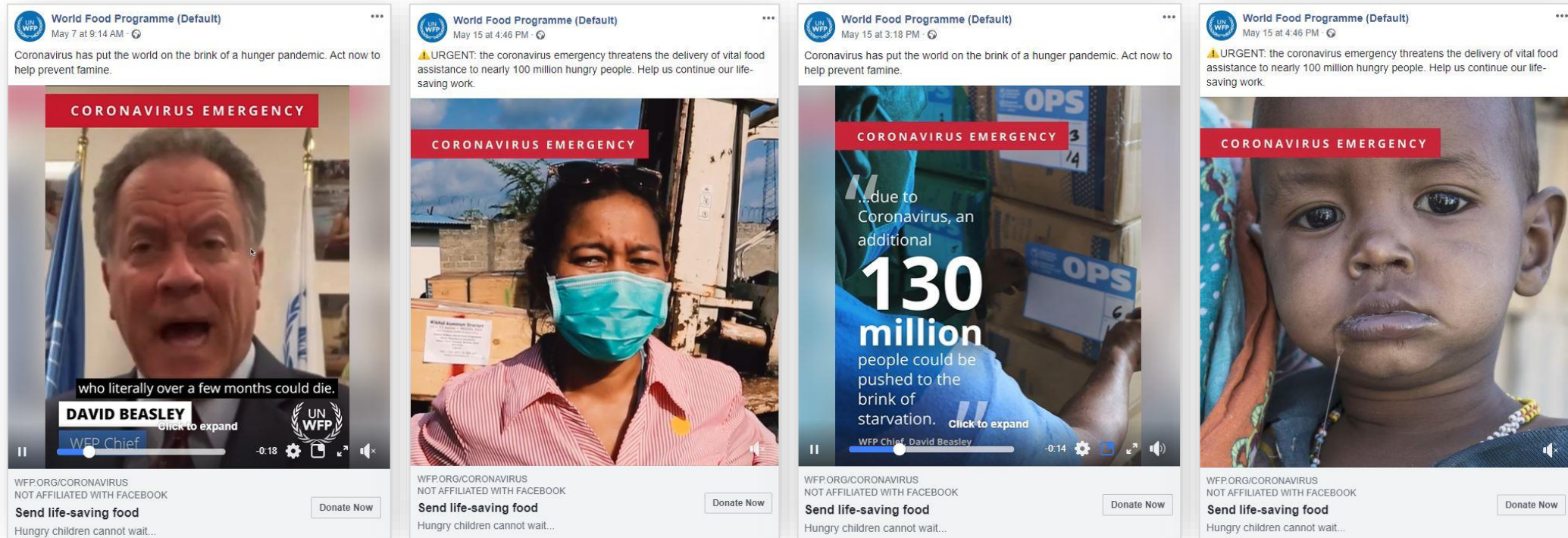
- **USD 904k** raised by Share the Meal from existing and new supporters
- **USD 238k** raised by IG PPF from an email appeal to existing supporters – the most successful yet
- **USD 177k** raised online by WFP USA plus **USD 236k** via wfp.org from new US supporters
- Immediate investment in digital fundraising allocated to WFP USA for Q2

12-month Projected Return on Investment (ROAS) year-to-date 2020



# COVID-19 Response

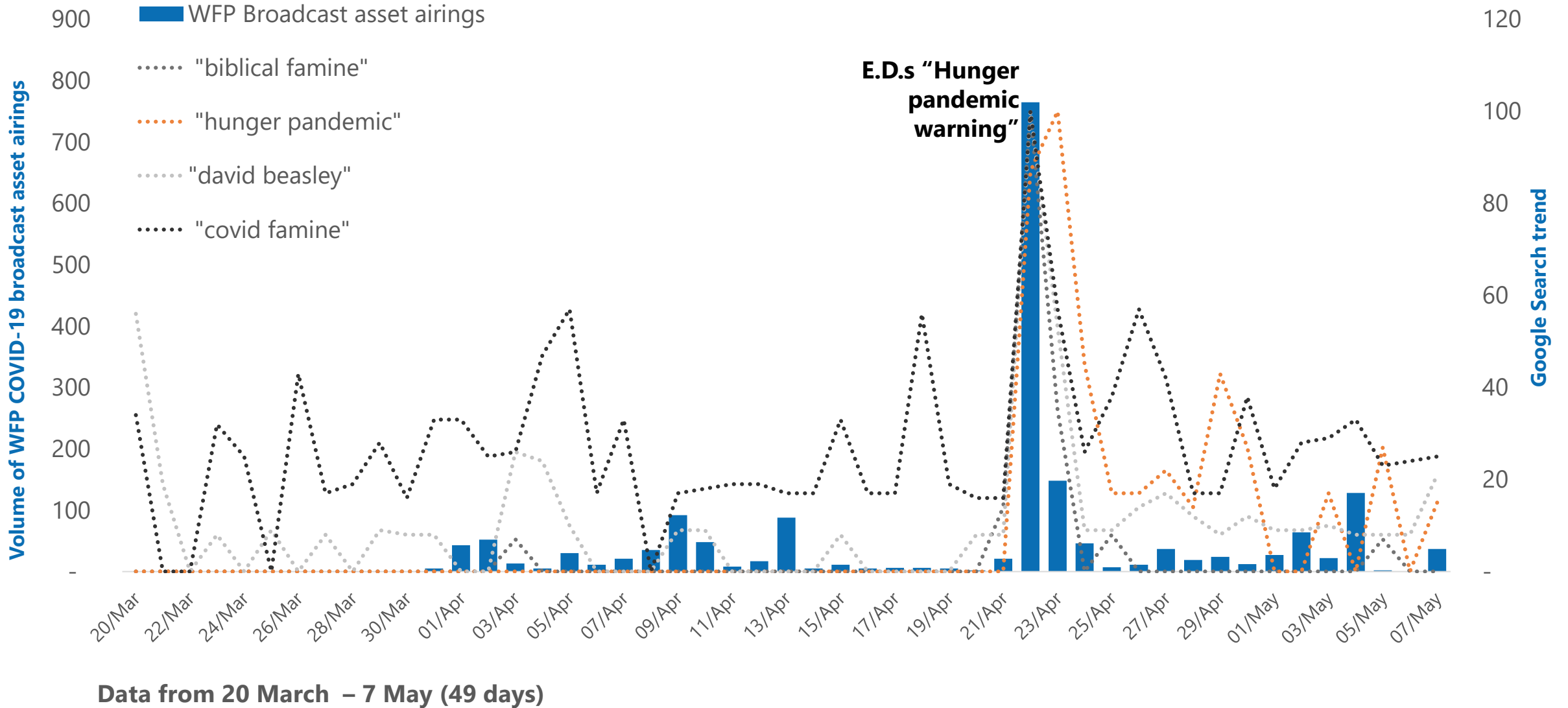
Attracting new supporters to WFP in times of crisis



- Digital advertising shifted to COVID-19 messaging featuring the ED, logistics, statistics and children
- Highest return from the advert with the ED's Statement to the UN Security Council
- Most new supporters recruited from the advert featuring children – 5k new supporters
- All new COVID-19 adverts exceeded the strategy KPIs and investment returns

# COVID-19 Response

Broadcast Outcome: relationship between broadcast asset airings and people searching for key campaign terms





**IMPACT**  
STRATEGY PILLAR 1

# Impact – Pillar 1

Progress made in Q1



## Capacity Building

- Restructured existing human resources and established a dedicated team with **skills and expertise in technical partnerships** other than for private sector fundraising
- Established a **global services team** focused on key support services such as impact reporting, communications and partner visibility, knowledge management and contracting for global, regional bureau and country office needs



## Impact Measurement

- Completed a **landscape analysis** (by a team of LSE graduate students) as a first step in the development of a methodology/framework for assessing the impact of partnerships against strategy goals
- Assessed that **no “industry standard”** currently exists for how impact should be defined and measured
- Set the basis to **develop an innovative and actionable framework** for impact measurement leveraging from internal/external expertise and lessons learnt gathered from existing approaches (*e.g.* UN Global Compact, ToC, GRI, IRIS+, SASB)



## RB Engagement

- Started **engagement with RBs around strategy** despite COVID-19 challenges and travel restrictions
- Recruited candidates for **RB Focal Point** posts located in RBs (RBN, RBJ, RBC)
- Worked to set up a dedicated **“Partnerships LAB”** for synthesizing knowledge and sharing best practices
- Developed **Country Office Activities Clearance** process to enable more efficient engagement in one-off activities and opportunities with the private sector at the local level

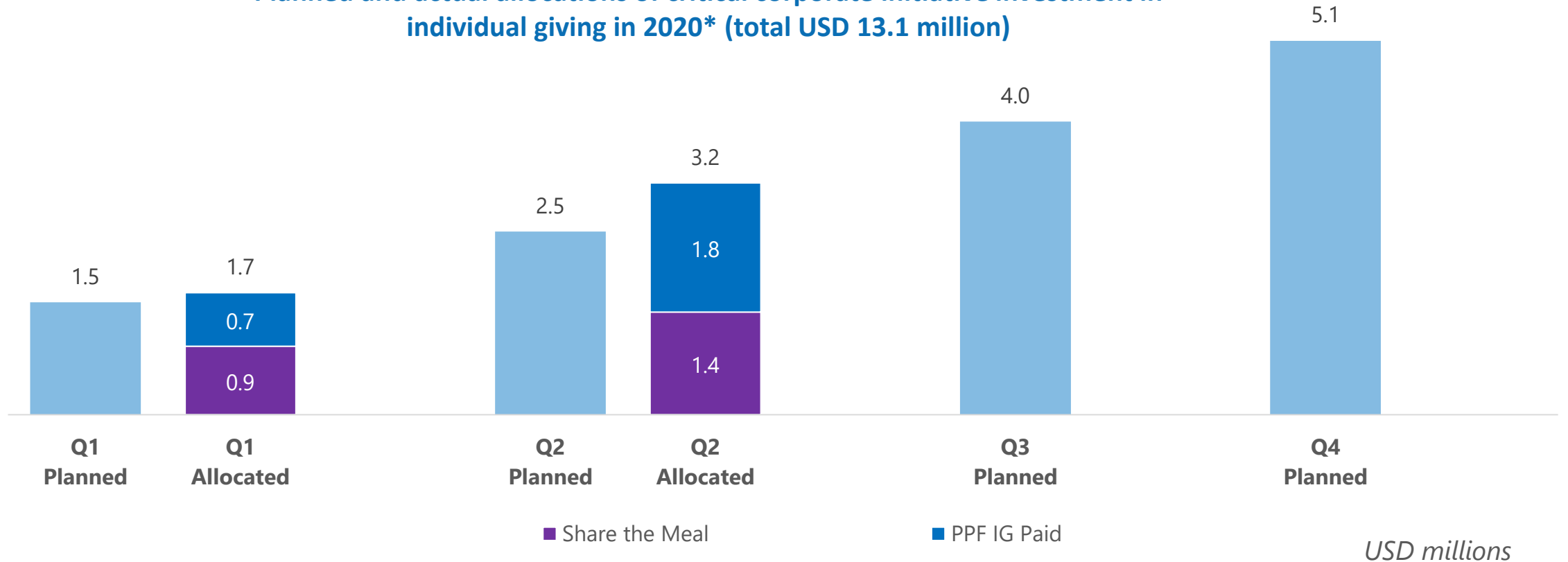


**INCOME**  
STRATEGY PILLAR 2

## Income – Pillar 2

### Investment expenditure

Planned and actual allocations of critical corporate initiative investment in individual giving in 2020\* (total USD 13.1 million)



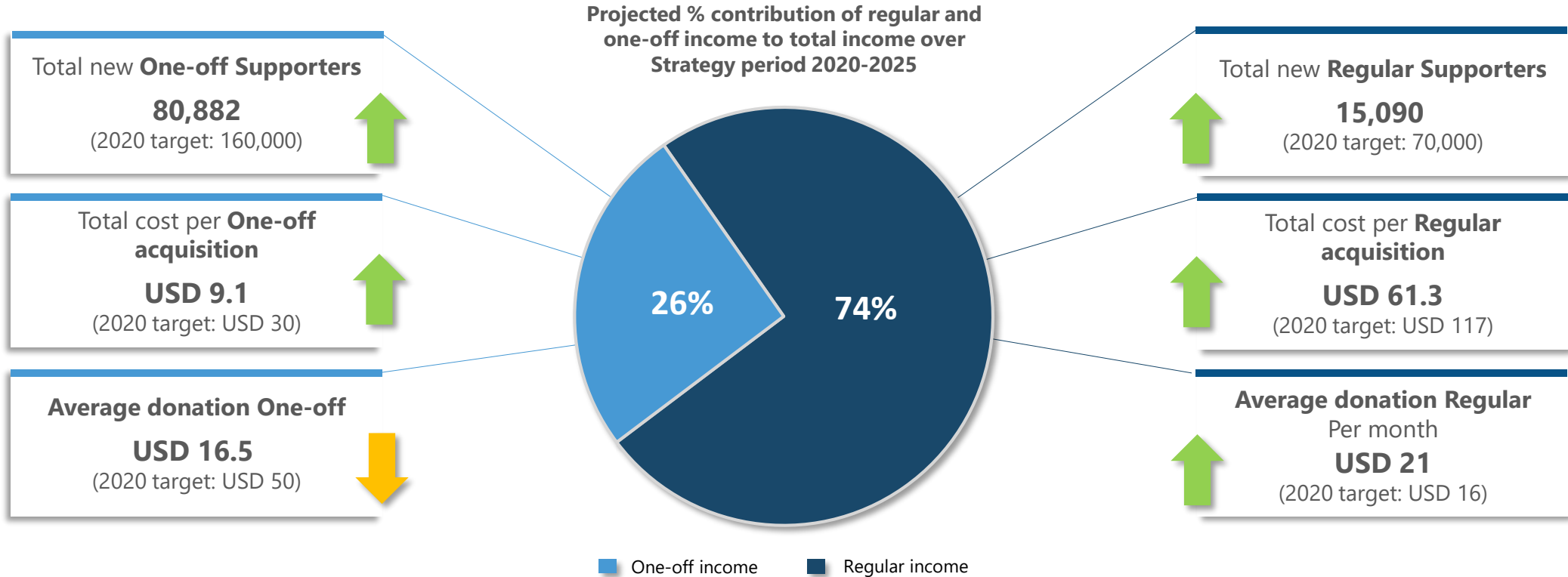
**13% of the investment allocated in Q1**

\*Q3 and Q4 allocations will be decided based on performance and will vary from planned amounts to ensure the total allocation is not exceeding the available amount of the CCI

# Income – Pillar 2

Results in paid acquisition of digital supporters

## Variation of KPIs for regular and one-off supporters in Q1



**Return on Investment (ROAS):** projected 12-month – average digital **2.5** (2020 target: 2.1)

[RG 12-month retention rate: **60% IG / 45% STM**, conservative assumptions v strategy]





## Income – Pillar 2

Growing income from businesses



**Takeda** is one of Asia's largest pharmaceutical companies.

- **USD 14 million** to WFP to lead the COVID-19 humanitarian logistics response, and longer-term strengthening of public health supply chains and improving pandemic preparedness
- **Five-year** partnership to make health systems more resilient and enhance their ability to absorb and respond to health shocks
- **Two-phase** partnership:
  1. treatment and isolation centre for humanitarian workers, and supply chain control tower
  2. boost capacity and resilience of national health systems



**INNOVATION**  
STRATEGY PILLAR 3



# Innovation – Pillar 3

Progress made in Q1



## International supporter care solution

First in the sector to deliver a “best-in-class” experience for supporters including multi-channel multi-language 24/7 365 service and response



## Creative proposition for CBT

Identify opportunities to develop creative solutions that connect supporters more closely to WFP’s work and its unique strengths and capacities



## Innovative financing

Explore blended finance in order to identify innovative financing opportunities that support climate programming



## New channel for supporter engagement

Develop tests for a new virtual challenge event on Facebook to be organized with a specialized agency and aimed at diversifying and developing new digital income streams



**PRIORITIES FOR Q2**

In a COVID-19 world

# Priorities for Q2

In a COVID-19 world



## Partnerships

- Get new teams in place and fully operational in COVID-19 environment
- Global Services strategy implementation plan in place and making an impact
- Prioritization and assignment of team members to projects
- New private sector partnership guidelines shared and understood across the organization
- New partnership opportunities identified and in development



## Income

- Ensure stability of technology platforms and foundation of clean data fully established
- Complete automated reporting dashboards set up and enable systematic use of insights to drive value
- Broaden supporter communication journeys from email to other channels
- Continue to scale business as usual Facebook Paid Ads while diversifying into other digital channels
- Dispersed team model fully established and ways of working evolved

