



World Food
Programme

SAVING
LIVES
CHANGING
LIVES

HARNESSING THE POWER OF INDIVIDUAL GIVING FOR WFP BENEFICIARIES

Update on fundraising from individuals to WFP's Executive Board

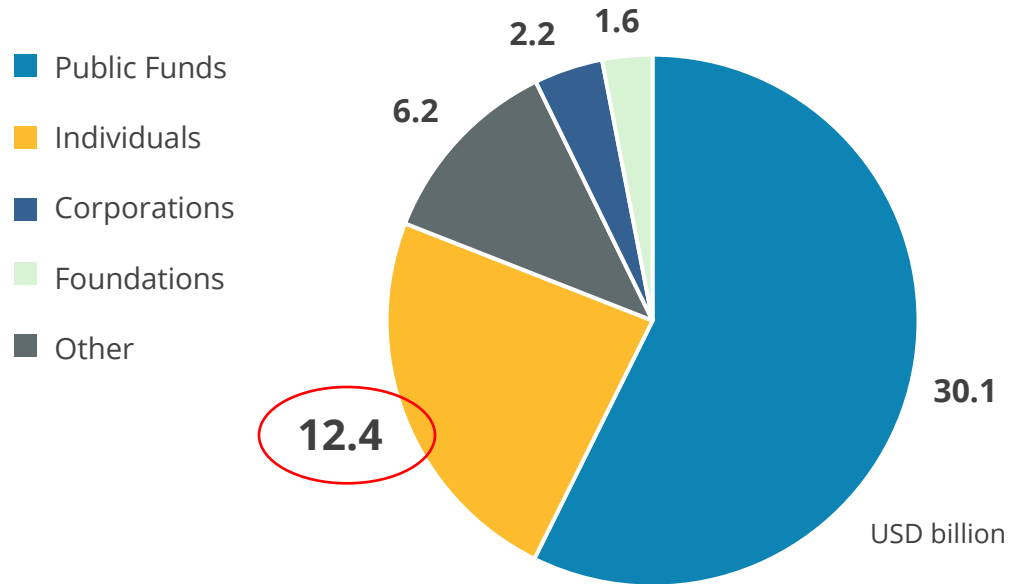
Dr Richard Wilcox, PSP Director – 27th September 2024

INDIVIDUALS GAVE NEARLY USD 13 BILLION IN 2023 TO OUR PEER GROUP

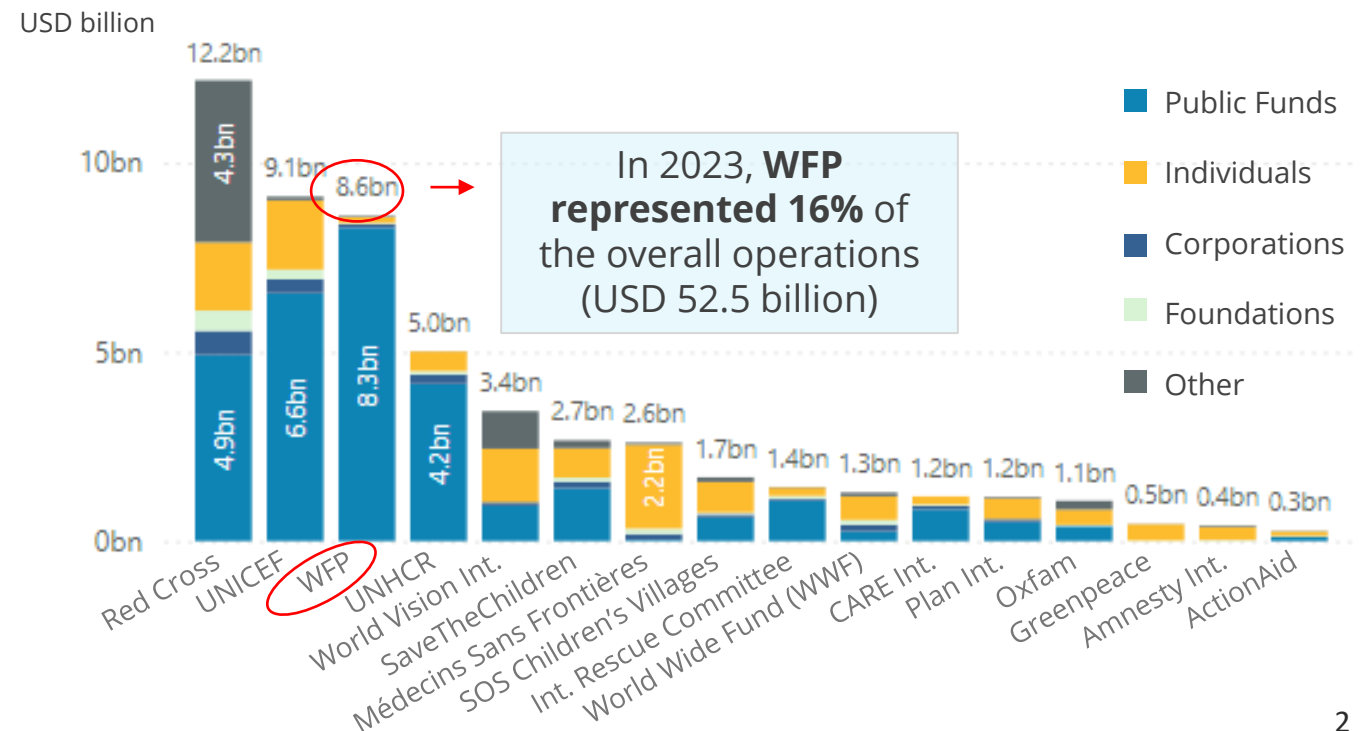
WFP harnessed less than 1% despite being 16% of overall operations

- The IF market globally* has had a compound growth of 5.5%** over the last five years, starting from USD 9.9 billion in 2019.
- **WFP is the third largest organisation** across peers and accounted for **16% of the overall operations in USD terms**.
- Despite its impressive growth, **individual income at WFP still represents less than 1%** of the individual giving market, representing a huge fundraising potential.

OVERALL INCOME FOR IFL PEERS 2023 BY INCOME STREAM



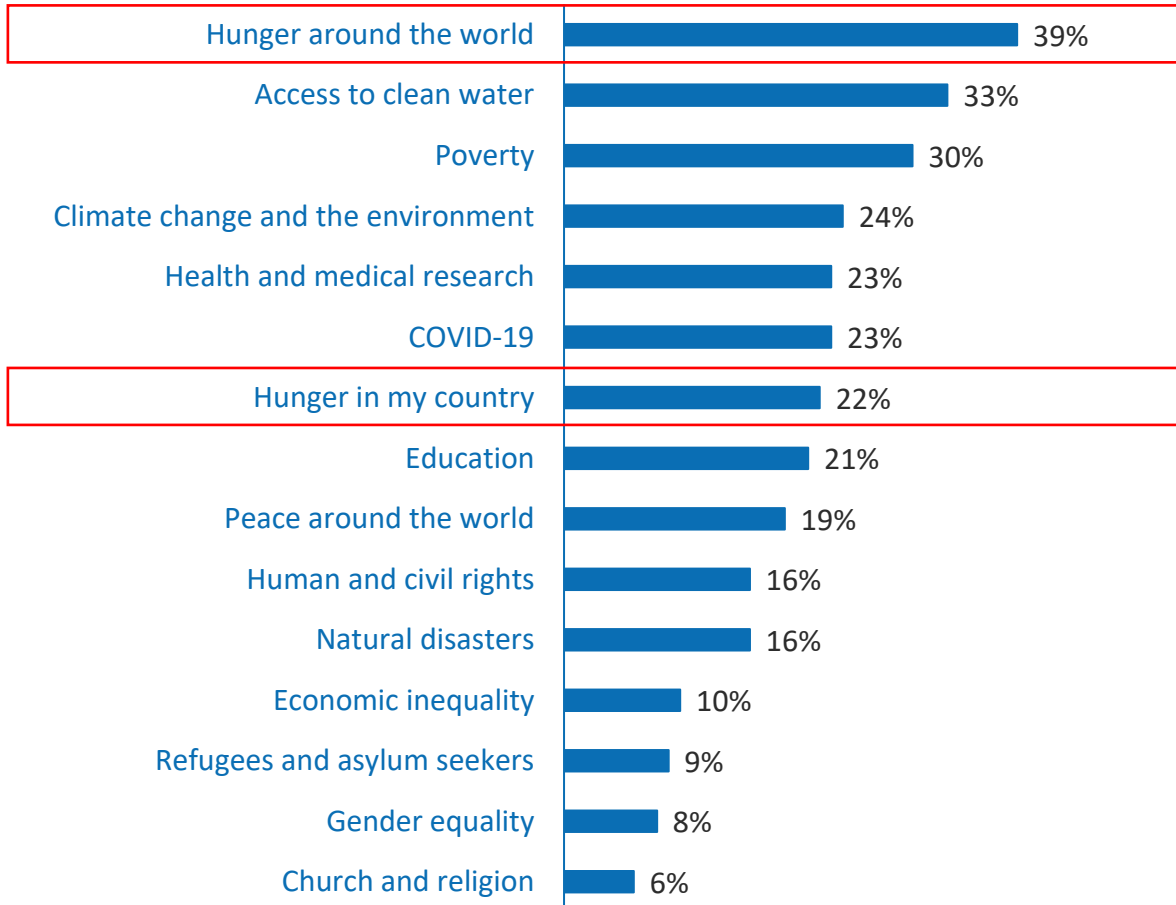
OVERALL INCOME FOR IFL PEERS 2023 BY ORGANISATION AND INCOME STREAM



*International Fundraising Leadership Forum (IFL Forum), 2024 analysis.
 ** Compound Annual Growth Rate (CAGR) for the period 2019-2023

AND DESPITE OUR CAUSE BEING GIVERS' TOP PRIORITY

From 2021 IPSOS MORI brand research* on preferred cause to donate:



World Hunger is the main cause people want to donate to - mentioned by ca. 40% of potential donors surveyed across seven countries

The UN World Food Programme is uniquely positioned to lead the way across all humanitarian and UN agencies in fighting hunger around the world and bringing relief to people in need during emergencies

The Individual Fundraising programme has an important mission to strengthen the WFP brand and give individuals a direct, tangible role to play in ending hunger through even a small donation

*in 2021, COM and PSP commissioned a study to IPSOS MORI on brand awareness, favourability and likelihood to support WFP with more than 14,000 respondents across seven countries.

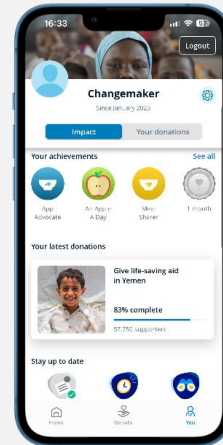
AND TWO SUCCESSFUL PLATFORMS...

THREE MAIN DRIVERS OF GROWTH

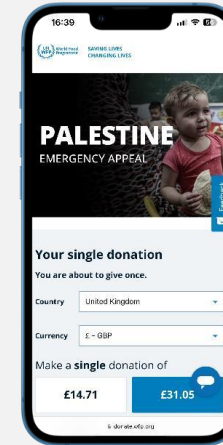
1. WFP INVESTMENT
2. RE-INVESTMENT OF RETAINED FUNDS
3. RETENTION OF SUPPORTERS/ VALUE OVER THE YEARS

WFP can count on **two different approaches to fundraise** from individuals that multiply impact by targeting different audiences, offering tailored experiences and creating meaningful connections with supporters.

SHARETHEMEAL



INDIVIDUAL GIVING



**USD 343 MILLION
RAISED CUMULATIVELY*
FROM INDIVIDUALS AS
OF THE END OF 2023**



**DIGITAL FIRST,
BUT NOT
DIGITAL ONLY**



**MULTI CHANNEL
APPROACH
APP, WEB, PRESS
AND TV**



**CELEBRITY &
STAFF
ENGAGEMENT TO
RAISE FUNDS**



**MIX OF IN-
HOUSE AND
THIRD-PARTY
TECHNOLOGIES**

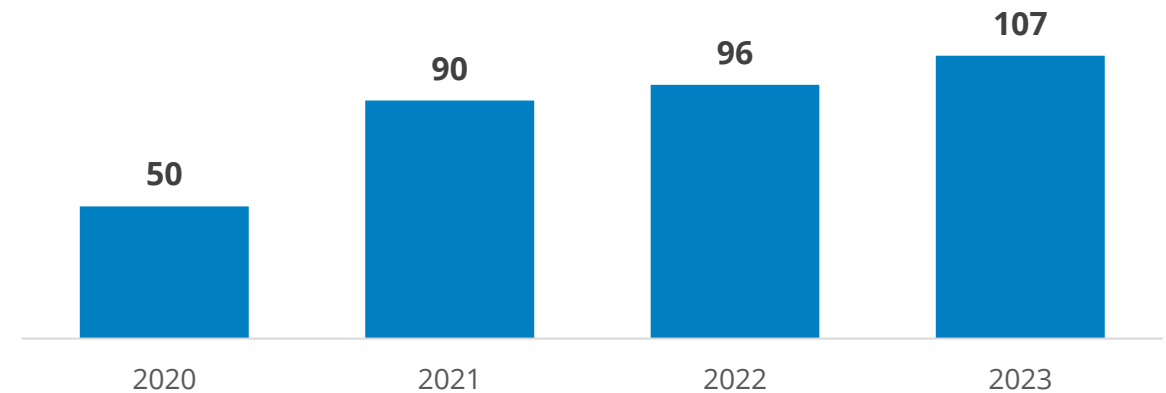
*including Friends organisations

WFP STARTED WITH VERY LIMITED DATA BUT NOW HAS THE DATA AND EXPERIENCE TO SCALE

- In 2019, WFP built a strategy model with a very low yearly spend on advertising ca. USD 1 million. As a comparison, in October 2023, during the peak of the Gaza emergency, advertising spend reached USD 3.5 million in two weeks. In the period 2020-2024 YTD, total advertising spend adds up to ca. USD 81 million.
- Despite the limited information available in 2019, the model has proven accurate, and **the organisation now has a significantly higher level of experience in people, knowledge and data** to be confident in the bold outlook.
- As of the end of 2023, the programme achieved an impressive **95% of its total contribution target**, raising USD 343 million out of the initial USD 360 million goal.

2020-2023 INDIVIDUAL FUNDRAISING INCOME

USD million



SOME KEY STATS (2020-2024 YTD)



**OVER 17 BILLION
IMPRESSIONS
FOR WFP's ADS**



**OVER 1 BILLION
PEOPLE
REACHED**



**OVER 2.7 MILLION
PEOPLE MADE A
DONATION**

SUSTAINABLE REVENUE FROM DIFFERENT INVESTMENT SCENARIOS



Scenario 1

No WFP investment will lead to no further growth and a stable USD 0.7 billion overall cumulative income

- **USD 0.6 billion** available for WFP operations
- **USD 103 million** reinvestment funds
- **USD 44 million** ISC
- **USD 120 million self-sustaining** annual contributions after 2030



Scenario 2

USD 100 million investment over six years will lead to USD 1.3 billion overall cumulative income

- **USD 1 billion** available for WFP operations
- **USD 217 million** reinvestment funds
- **USD 80 million** ISC
- **USD 300 million self-sustaining** annual contributions after 2030

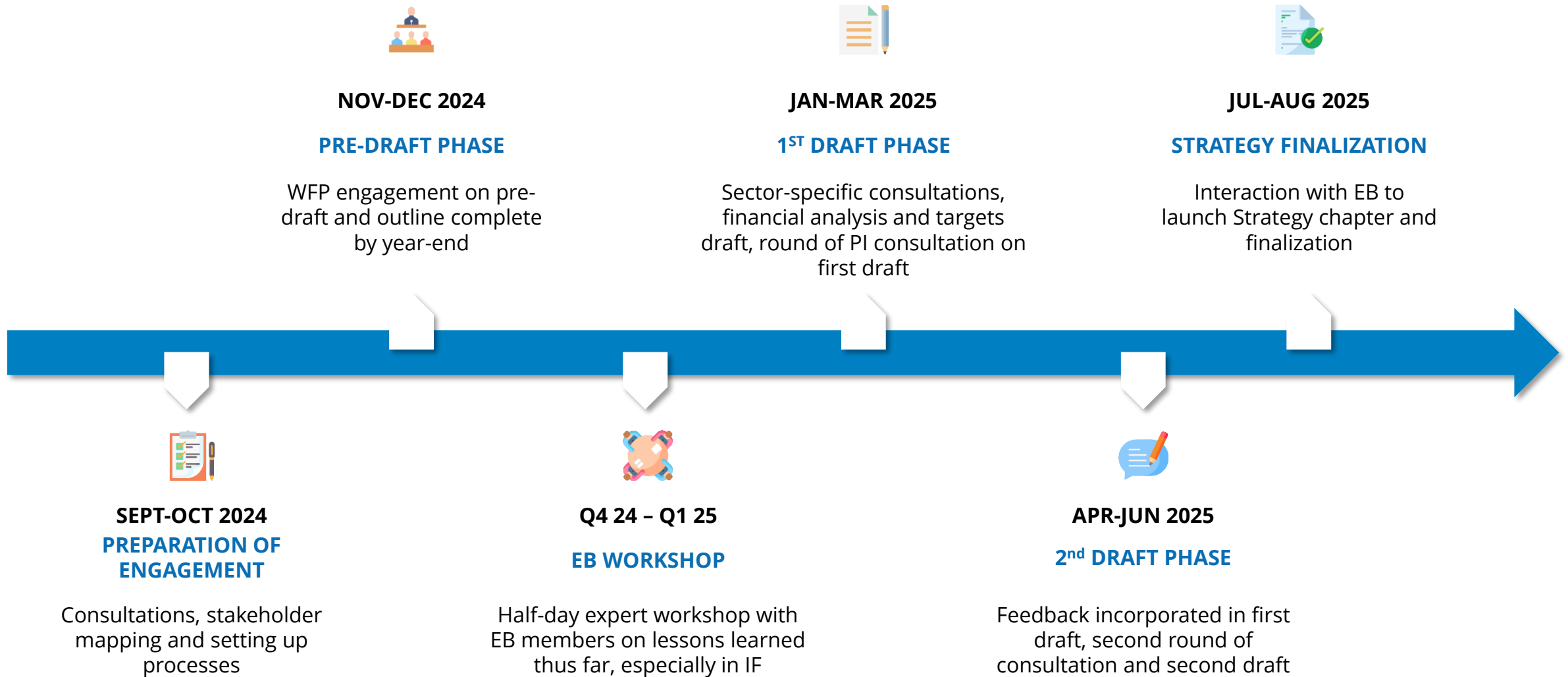


Scenario 3

UNHCR 'type' USD 300 million investment could lead to up to USD 3.2 billion overall cumulative income

- **USD 2.3 billion** available for WFP operations
- **USD 644 million** reinvestment funds
- **USD 192 million** ISC
- **USD 1 billion self-sustaining** annual contributions after 2030

PRIVATE SECTOR STRATEGY - MOVING FORWARD TOGETHER





WFP – Private Sector Partnerships (PSP)

WFP'S INDIVIDUAL FUNDRAISING PLATFORMS



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