



Private Partnerships & Fundraising

# Achieving a World with Zero Hunger

21 January 2014 | World Food Programme



# “Private Sector” at WFP

Fundraising + Partnerships with:

- Corporations
- Foundations
- NGOs
- Individuals

# What is New & Important to Know

New Private Sector Partnerships and Fundraising Strategy (2013 – 2017) approved by the EB in June, 2013.

- Three overarching priorities:
  1. Increase the value of partnerships for capacity development
  2. Increase the resources generated through fundraising
  3. Enhance WFP's ability to partner across the organisation
- Key changes:
  1. Mainstream the function
  2. Organisational enablement (Fit for Purpose)
  3. Mechanism to better assess value of partnerships for capacity development

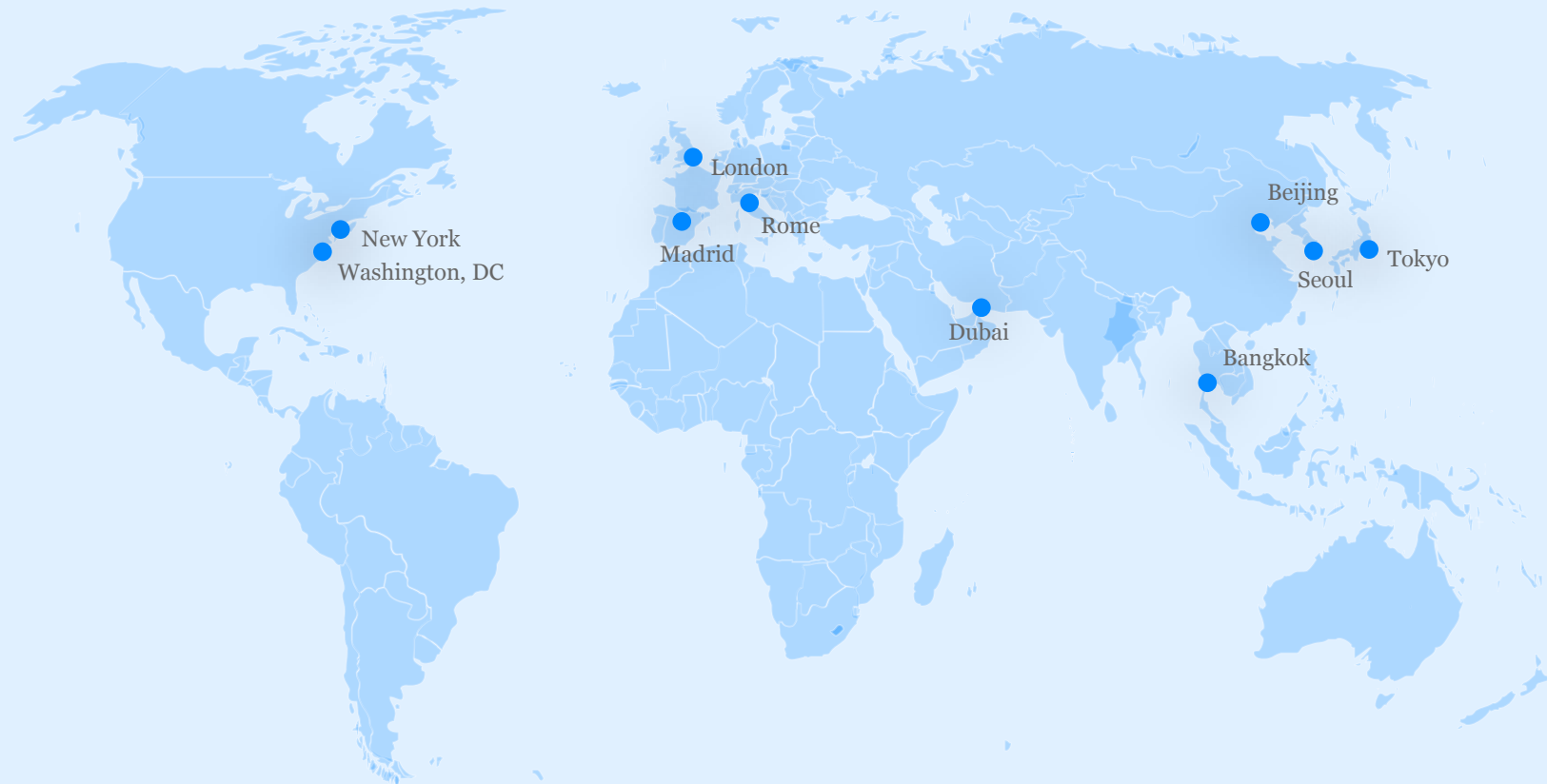
# Benefits of Private Partnerships

- Private sector engagement (funding, in-kind, technical expertise, etc.) enables WFP to feed more people.
  - High net margin activity: For every \$12 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 over the past 6 years—[US\\$626M](#)
- Resources generated in 2013—[US\\$77M](#)
- 2013 budget—[US\\$8.4M](#)
- [12%](#) Cost of funds raised – more efficient than other UN agencies (UNHCR ~35% / UNICEF ~20%)
- 2013 current staffing—[30](#)

# Our Global Presence



# Partnership Snapshot

Logistics				
Nutrition/Health/ Education				
Advocacy/Awareness				
Special Initiatives				

# 2013 Results & Accomplishments

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- US\$77 million
- US\$12M raised for the Philippines
- New Private Sector Strategy approved
- Integration into PSA budget
- Tools and resources to support the Strategy developed and implemented
- Due Diligence function moved to Legal and operationalized



# What's Next?

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- WFP Corporate Partnership Strategy - further meshing government and private sector partnership activities
- Creating a partnership culture – training, education, acknowledgement
- Regional private sector partnership strategies
- Partnership value assessment tool 2.0
- Case for investment in individual fundraising



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**Thank You**

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