

Resource Mobilization and Partnership Strategy Summary

2018-2021

Objective:

Raise \$2B in four years to fully fund UN Women's 2018-2021 Strategic Plan and position UN Women as the partner of choice on Gender Equality and Women's Empowerment

Deepen

engagement with public and private sector donors by

- Organizing high-level Member State consultations, working with key donor champions, and rallying supportive parliamentarians and major civil society voices
- Enhancing visibility by showing the transformative effect of our work
- Demonstrating that UN Women is specialized, competent, effective, and reliable
- Expanding joint programme delivery and strengthening interagency coordination

Invest

in individual giving by

- Leveraging corporate partners to tap the potential of employee giving
- Supporting National Committees to professionalize their fundraising
- Developing capacity and technology for direct marketing and employee giving
- Targeting and recruiting High Net Worth Individuals and Influencers

Generate

more revenue from communications and advocacy campaigns by

- Showing a direct positive impact that programming has on the lives of women
- Reinforcing human interest stories with hard evidence
- Investing in improving digital spaces for fundraising and visibility
- Building on existing strategic partnerships and strategic multipliers

2020 Gender Equality Compact

The year 2020 is a special year. It is the year that UN Women turns 10. It marks the end of Africa's decade for women. It is the year of the 25th commemoration of the Beijing Platform for Action. It is also the 20th year since the United Nations Security Council resolution 1325 and the five-year milestone for the 2030 Agenda.

As the lead coordinator and catalyzer of gender equality and women's empowerment, UN Women will capitalize on this by:

- Leading a compact with Member States to step up Core funding to UN Women by 60 M per year (representing 0.28% of overall contribution to UN Chief Executive Board agencies) to open the path towards UN Women's financial sustainability
- Making the case for core contributions as the most efficient and effective means to support the gender equality and women's empowerment agenda
- Encourage champion donors to influence additional investment
- Working with emerging donors to signal their commitment to gender equality through tangible monetary contributions



Partnerships
Building mutually beneficial partnerships that lead to force multiplication, innovation and/or other positive outcomes that would otherwise not occur



Portfolio Management
Composing a well-managed portfolio of the highest potential donors that provide significant, consistent, and low-risk support



Positioning
Consolidating UN Women's position and reputation as the leading international organization advancing Gender Equality and Women's Empowerment

Enablers



People who are doing the right thing in the right place at the right time

Clear, cohesive, and streamlined



Policies that are easy to understand and apply

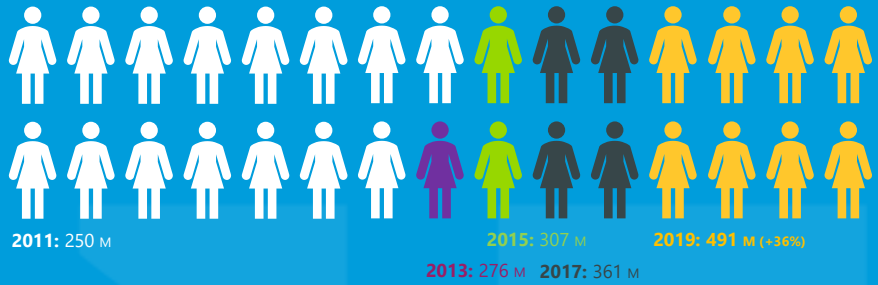
Effective, efficient, streamlined, systematized and simplified



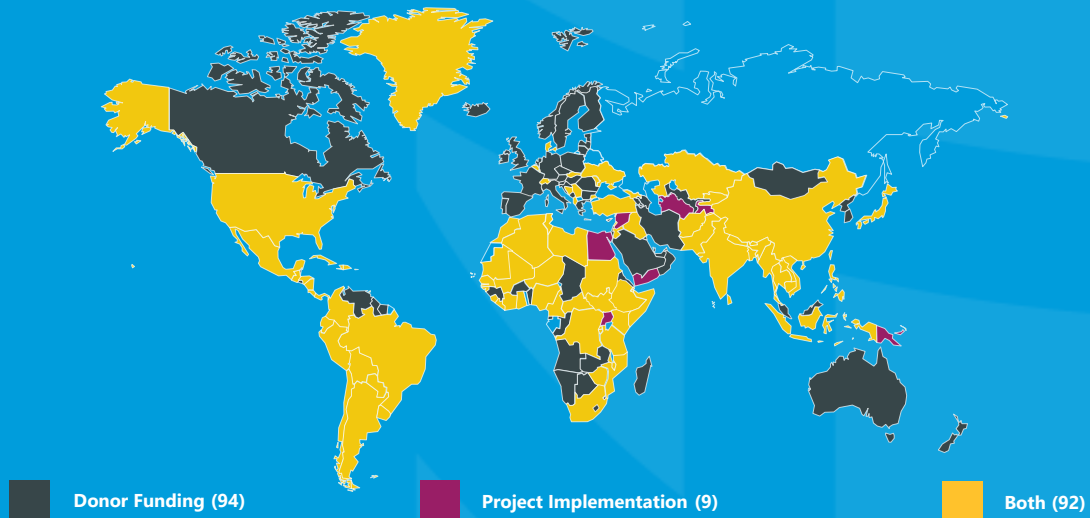
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Voluntary Contributions Growth and Projection (2011 – 2019)



UN Women Partners by Geography (2014-2017):



2017 Contributions by Revenue Source* and Donor Type



2019 Contribution Projections by Revenue Source and Donor Type



* Note: Assessed Resources account for only 2% of UN Women contributions