Private Partnerships & Fundraising Strategy
2020–2025
A Strategy for SDG 2: Zero Hunger

“...the 2030 Agenda is an unmistakable commitment...
But let us be clear: we are far from where we need to be. We are off track...
That is why today...I am issuing a global call for a decade of action to deliver the Sustainable Development Goals by 2030.”

António Guterres
High-Level Political Forum on Sustainable Development, September 2019
Guiding Principles

WFP’s partnerships and engagement must:

- Be needs-based
- Support effective long-term engagement
- Ensure transparency and accountability
- Ensure sound risk management
- Explore innovative engagement models
Guiding Principles

Inform the strategy’s three pillars:
Pillars of Strategy

IMPACT

INCOME

INNOVATION

INTERRELATED

MUTUALLY SUPPORTING

PARTNERS CAN SUPPORT MORE THAN ONE PILLAR
Pillar 1: Impact

Support regional bureaux engagement with the private sector

Realize USD 60 million of efficiencies and cost savings from collaborations

Grow needs-based technical partnerships by 25 percent
Pillar 1: Impact

Grow needs-based technical partnerships by 25 percent
Pillar 2: Income

With **more than 1 million individual supporters** by 2025, WFP’s flexible income will continue to grow significantly.
Pillar 3: Innovation

In five years, what new technologies and ways of working will emerge? WFP will use these to augment results in Impact and Income

WFP has built DOTs to lay a foundation for future innovative collaborations around data
Managing Risk

**DUE DILIGENCE PROCESS**
Ensures engagements with the private sector protect and enhance WFP’s reputation

**SUMMARY OF CRITICAL CORPORATE INITIATIVE INVESTMENTS**

- Annual validation of projected revenue and returns

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**KPIs include:**
- Return on expenditure
- Cost per new supporter
- Average supporter donation
TURNING PROMISES INTO REALITY

“We know the world we want. We pledge to accelerate our common efforts, now and in the coming decade to reach this vision by 2030. Rapid change is possible and the Goals remain within reach if we embrace transformation and accelerate implementation.”