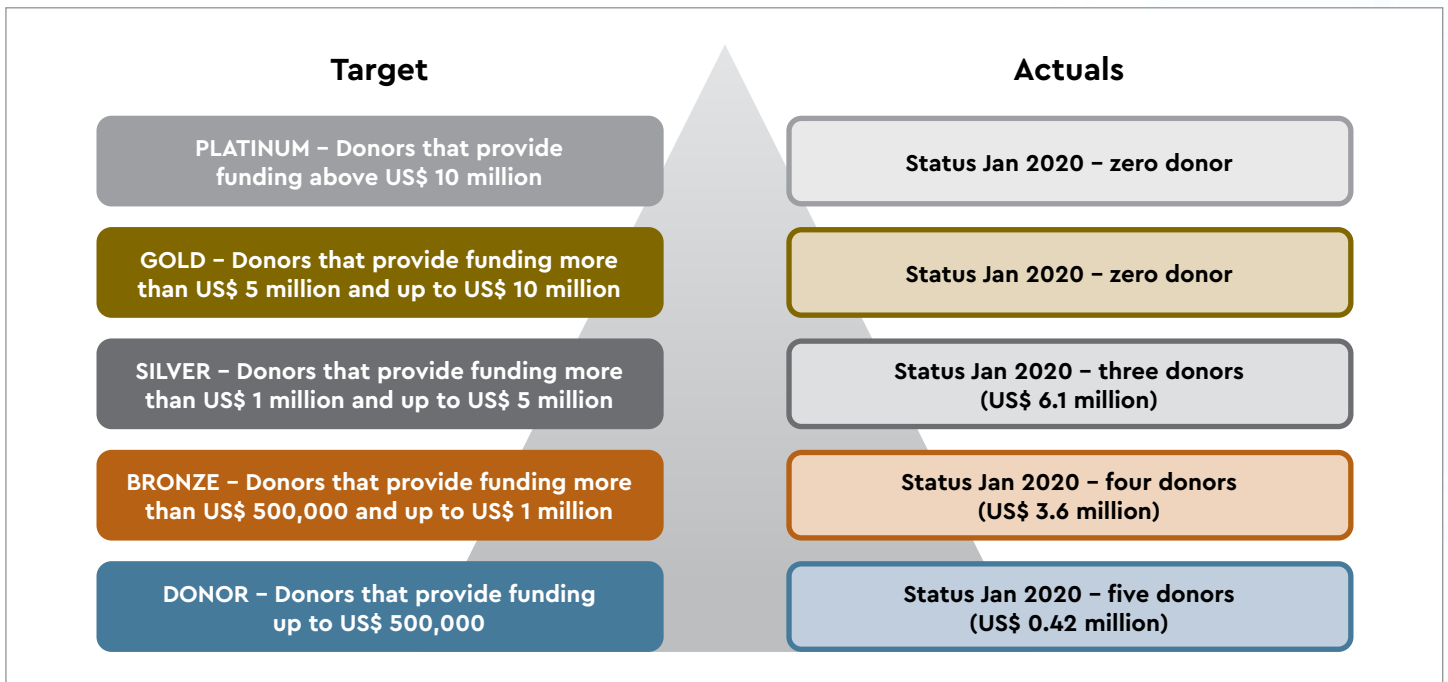


UNRSF recognition system

UNRSF fundraising goals

In the medium-term (i.e. between 2021–2025), the Fund seeks to reach its fundraising goal of US\$ 320 million.¹ In order to advance this ambition, a blended approach targeting both “traditional” fundraising with innovative financing mechanisms is needed.

With respect to “traditional fundraising”, Figure 1 clearly demonstrates that the Fund’s actual funding pyramid is rather bottom heavy and that at this early stage, the Fund needs to conceptualize ways to attract higher contributions from both existing and new donors. The Fund proposes to do this through a donor ranking system that recognizes the Fund’s donors through Contributor Logos that correlate to the level of funding provided. The five proposed tiers are: platinum; gold; silver; bronze and donor.



Traditional Fundraising Pyramid – target vs. actuals

Donor recognition system

The Fund’s donor recognition system is an approach to secure higher contributions to the Fund (see Table 1). The system attempts to incentivize larger contributions to the Fund by pairing these with higher visibility and ownership of the Fund’s results. It is of course evident that this approach will only be successful if the Fund is concurrently effective in demonstrating quick results and impact.

¹ See UNRSF Fundraising Strategy: www.unece.org/fileadmin/DAM/Road_Safety_Trust_Fund/Documents/UNRSTF_Fundraising_Strategy_21_Nov_2018.pdf

The UNRSF donor recognition system

Become part of the United Nations Road Safety Fund Donors (Through a one-time or recurring contribution in the mid-term period 2021–2025) All amounts in US\$	Donor ★	Bronze ★★	Silver ★★★	Gold ★★★★	Platinum ★★★★★
	Up to 500,000	500,000 to 1 million	1 to 5 million	5 to 10 million	Above 10 million
	Branding				
Opportunity to display the Fund's logo on the donor's corporate channels and informational materials within the contract period (in line with these Guidelines)	✓	✓	✓	✓	✓
Opportunity to use a Contributor Logo acknowledging level of contribution within the contract period	✓	✓	✓	✓	✓
Communications					
Mention on the Fund's website along with other donors	✓	✓	✓	✓	✓
Announcement of the donation on the Fund's social media			✓	✓	✓
Blog space on the Fund's website		✓	✓	✓	✓
Mention on the Fund's printed informational materials (banners, posters, etc.) along with other donors	✓	✓	✓	✓	✓
Spotlight on the Fund's website and other potential materials				✓	✓
Opportunity to explore media coverage with accredited media at the United Nations Office at Geneva					✓
Governance					
Possibility for a field/site visit to one of the Fund's projects	✓	✓	✓	✓	✓
Invitation to attend an annual event in the presence of the United Nations Secretary-General's Special Envoy for Road Safety and other senior United Nations officials				✓	✓
Reporting					
Spotlight on the Fund's website and other potential materials	✓	✓	✓	✓	✓
Annual progress report	✓	✓	✓	✓	✓
Printed information materials on road safety and the work of the Fund provided as requested	✓	✓	✓	✓	✓