

BENEFITS OF JOINING THE UN ROAD SAFETY FUND AS A DONOR

*Building a world
where roads are safe
for every road user,
everywhere*

THE UNRSF – A UNIQUE FUND



MISSION

To finance – and leverage further funding for - high-impact projects based on established and internationally recognized best practices that increase road safety and minimize and eventually eliminate road crash trauma for all road users.

VISION

To build a world where roads are safe for every road user, everywhere. All road users, regardless of where they live or what they earn, should be safe when they use the world's roads, whether they are working, or going to school, or using the roads for leisure.

- Challenge and contribute to decrease one of the main causes of mortality in the world and the leading killer of people aged 5–29 years
- Engage in global efforts and commit to road safety
- Collaborate in innovative and ethical investing
- Increase your visibility and reputation through a positive brand and exposure opportunities
- Participate in high-level events
- Opportunity to join the governing bodies and guide the funds
- Join a dynamic community on road safety that shares UN values
- Support corporate values and national priorities
- Opportunity to meet other donors and partners
- Complementarity with own activities for cooperation and international development
- Tax deduction

UNRSF ADDED VALUE

- UN mandate, expertise and value of UN road safety conventions
- Anchored in a global framework plan
- A Guarantee of transparency and good governance
- Benefit from private/public donations
- Stimulate partnerships
- Multi-stakeholder value
- Catalytic Fund, leverage for resources and policies on road safety
- Projects in low- and middle-income countries with significant and sustainable impact
- Addresses interconnecting SDGs

FUNDRAISING AMBITION

| | Short Term 2018–2020 | Medium Term 2021–2025 | Long Term 2025 & beyond |
|---|-------------------------|--------------------------|----------------------------|
| Direct Cash Donation – Private Sector | 12M | 15M | 25M |
| Direct Cash Donation – Public Sector | 5M | 40M | 100M |
| Innovative Financing – Voluntary | 0M | 265M | 375M |
| Potential Total | US\$17M | US\$320M | US\$500M |

OUR DONORS COMMUNITY

| 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 ★ Up to 500,000 | Bronze ★★ 500,000 to 1 million | Silver ★★★ 1 to 5 million | Gold ★★★★ 5 to 10 million | Platinum ★★★★★ 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 | ✓ | ✓ | ✓ | ✓ | ✓ |

THE UNRSF DONOR RECOGNITION SYSTEM

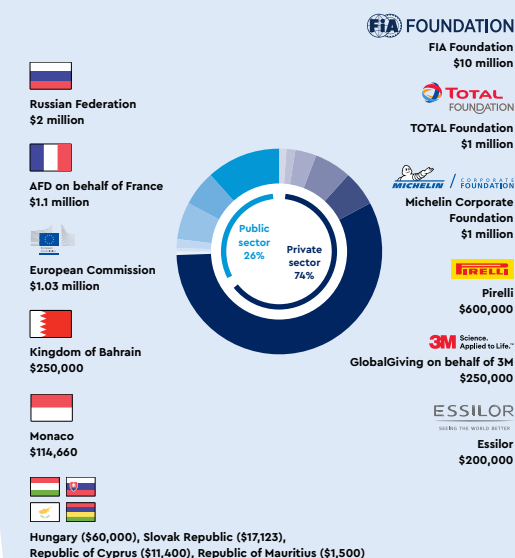


The Ambassador and Permanent Representative of France to the United Nations in Geneva

The EU Ambassador to the United Nations in Geneva

The United Nations Secretary-General's Special Envoy for Road Safety

OUR DONORS



Other donors:
La Nuez Audiovisual Productions | RTVE
(5% of annual benefit of TV program Seguridad Vital) **rtve**

TOTAL PLEDGES TO DATE
\$17.6 MILLION



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the UNRSF secretariat is hosted by UNECE