BENEFITS OF JOINING THE UN ROAD SAFETY FUND AS A DONOR

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.

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

<table>
<thead>
<tr>
<th></th>
<th>Short Term 2018-2020</th>
<th>Medium Term 2021-2025</th>
<th>Long Term 2025 &amp; beyond</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Cash Donation – Private Sector</td>
<td>12M</td>
<td>15M</td>
<td>25M</td>
</tr>
<tr>
<td>Direct Cash Donation – Public Sector</td>
<td>5M</td>
<td>40M</td>
<td>100M</td>
</tr>
<tr>
<td>Innovative Financing – Voluntary</td>
<td>0M</td>
<td>265M</td>
<td>375M</td>
</tr>
<tr>
<td>Potential Total</td>
<td>US$17M</td>
<td>US$320M</td>
<td>US$500M</td>
</tr>
</tbody>
</table>
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$

<table>
<thead>
<tr>
<th>Donor</th>
<th>Donor Recognition System</th>
</tr>
</thead>
<tbody>
<tr>
<td>★</td>
<td>Up to 500,000</td>
</tr>
<tr>
<td>★★★</td>
<td>500,000 to 1 million</td>
</tr>
<tr>
<td>★★★★</td>
<td>1 to 5 million</td>
</tr>
<tr>
<td>★★★★★</td>
<td>5 to 10 million</td>
</tr>
<tr>
<td>★★★★★★</td>
<td>Above 10 million</td>
</tr>
</tbody>
</table>

The UNRSF secretariat is hosted by UNECE

Contact:
unrsf_secretariat@un.org
www.unece.org/unrsf

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)

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

Report
- Spotlights 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

OUR DONORS

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

The UNRSF DONOR RECOGNITION SYSTEM

TOTAL PLEDGES TO DATE $17.6 MILLION

Hungary ($60,000), Slovak Republic ($17,123), Republic of Cyprus ($11,400), Republic of Mauritius ($1,500)

Pirelli $600,000
GlobalGiving on behalf of 3M $250,000
FIA Foundation $10 million

European Commission $1.03 million
Kingdom of Bahrain $150,000
Monaco $114,660
Mauritius $116,460

Russian Federation $2 million
AFD on behalf of France $1.1 million
Monaco $114,660

Michelin Corporate Foundation $1 million

Other donors:
La Nuez Audiovisual Productions | RTVE (5% of annual benefit of TV program Seguridad Vital)
Public sector 26%
Private sector 74%