Agenda Item 7 continued:

Resource Mobilization
Financing the Endgame
Building the strategy to fund polio eradication
Agenda

• Resource mobilization targets
• What has worked well / what can improve
• Strategic objectives and approach
• Highlights of GPEI business case
• Leadership involvement
• Timeline
• Questions and comments
New Target, New Strategy

Development of a new external relations strategy to guide the resource mobilization for the Midterm Review requirements (scenario 2)

Strategic objectives

To end polio we must successfully:

• secure and monetize pledges + projected funds amounting to $2billion;
• fill the remaining $217 million funding gap of the 2013-2018 existing plan; and
• reach the new fundraising target of $1.5 billion
Towards an Integrated Model

Global Framework
- Agreed priorities based on donor mapping
- Business case
- One Global Strategic Framework influencing the development of country and donor segment strategies

Donors
- Bilateral donor strategies
- Strategies for the corporate sector, foundations, the grassroots supporters, new innovative financing schemes, and high net worth individuals

Integrated action
- One implementation plan with clear targets and systematic follow-up
- Supported by communications/advocacy plans
- Continuous risk assessment and mitigation
GPEI Business Case Outline

• The opportunity: an economic and public health imperative—**we must do it!**
• Examples of progress and success: India, and soon Nigeria... **it can be done**
• Why GPEI is the unique partnership to achieve eradication—**GPEI can do it**
• The Midterm Review confirms—**we have the right plan to succeed and we know how much is needed**
• Equity: reaching every last child—**helping the most vulnerable children**
• Eradicating polio and strengthening routine immunization—**synergies and additional benefits**
• US$ 1.5 billion to finish the job—**the additional ask and why it will make the difference**
• The long term benefits—**legacy**
• Value for money—**the return on investment**
• The risk of not finishing the job—**new cases spreading within 5 years**
• The promise: **lessons learned and a path for achieving other health goals**
Leadership Involvement

• POB engagement critical to securing continued donor political and financial support for GPEI

• Some POB outreach is being planned and the PACT will continue to support future coordinated approaches

• Regularly update the POB on progress towards meeting the funding targets

• The partners will need to convince donors to fully fund GPEI through eradication, which will include an increase

• A communications approach with messages and Q&As to support high level outreach has been developed
Other Key Tactics

Today

• Publish a POB statement on the GPEI

Next week

• Media briefing scheduled in Washington D.C. 28 September
• Follow-up with donors that were not present

Short term

• Identifying one or more “Donor Country Champions” and “Donor Champions” to engage and use existing international conferences or major events
## Timeline

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<thead>
<tr>
<th>Year</th>
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| 2015 | September | POB meeting  
Press briefing  
Follow-up briefing with other donors |
|      | October  | Business Case development  
Donor mapping exercise  
Country strategies  
Agreement on targets  
PACT meeting to finalise strategy |
|      | November | Start outreach to major donors                                      |
|      | 2016     | Full implementation of strategy                                       |