

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

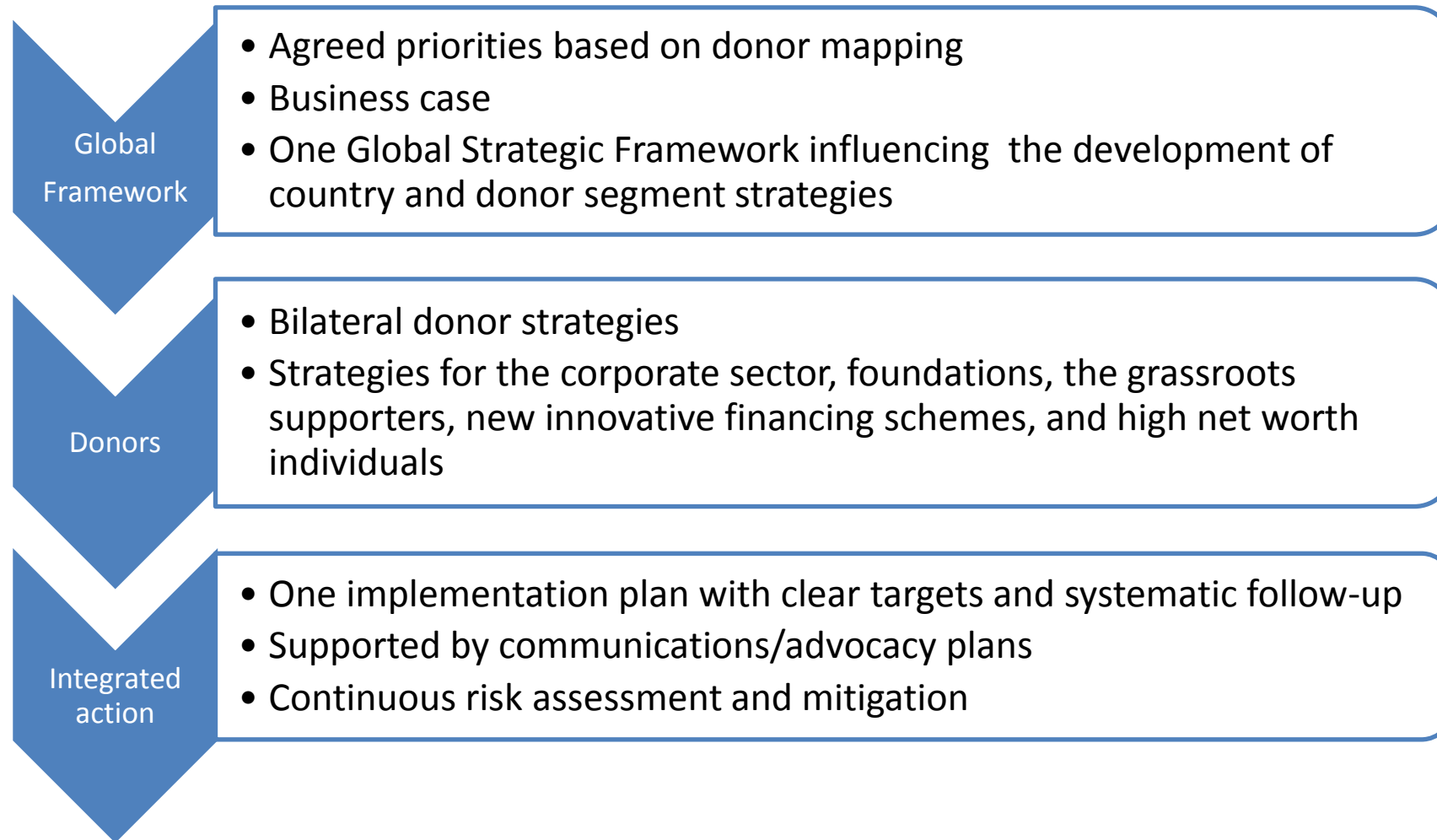
Development of a new external relations strategy to guide the resource mobilization for the Midterm Review requirements (scenario 2)

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



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

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

