GFF Replenishment Update
Discussion Objectives

1. Recap of replenishment roadmap and what the $2 billion replenishment target will buy

2. Provide an update on replenishment outreach, advocacy and communications activities

3. Respond to the IG’s request for topline messaging on the GFF value add

4. Exchange ideas on how IG members can contribute to the success of the replenishment
1. Recap: GFF Replenishment Roadmap

- **IMF/WBG Annual Meetings GFF Roundtable with Partners**
  - **OCTOBER 2017**

- **GFF Technical Meeting in Paris GFF Meeting with Partners**
  - **JANUARY 2018**

- **World Health Assembly**
  - **MAY 2018**

- **UN General Assembly**
  - **SEPTEMBER 2018**

- **UN General Assembly GFF Replenishment Launch**
  - **SEPTEMBER 2017**

- **Universal Health Coverage Forum 2017 Engagements to Examine Role of the GFF in Achieving UHC**
  - **DECEMBER 2017**

- **World Economic Forum GFF Private Sector Event**
  - **JANUARY 2018**

- **IMF/WBG Spring Meetings**
  - **APRIL 2018**

- **G7 Summit**
  - **JUNE 2018**

- **IMF/WBG Annual Meetings**
  - **OCTOBER 2018**

- **GFF Final Pledging Event**
  - **NOVEMBER 2018**
1. Recap: What does the $2 billion buy?

- Responding to demand from **50 countries** most in need that represent 96% of the $33 billion annual financing gap for RMNCAH-N

- Contributing to saving **5.2 million maternal and child lives** annually in those 50 countries, and

- Aiming to **close the financing gap** which will prevent 24-38 million deaths by 2030.
2. Replenishment Update – Highlights

- **Early pledges**: We have $254 million in pledges from BGMF ($200m), Denmark ($4m), Japan ($50m).

- **Investor outreach**:
  - GFF visits to capitals continues
  - World Bank leadership, RLG members, Country Champions, CSOs and Thought Leaders ensuring sustained investor outreach and engagement
  - Tailored pitches to private sector firms and foundations underway, supported by increased capacity brought onboard
  - GFF investor technical meetings and events informing decision making
2. Replenishment Update – CSO Engagement and Platforms

CSO advocacy network growing
- Strong engagement at country level and in GFF CSO Coordination Group
- Seed grant funding to support country-level coalitions and advocacy for 2018 in final stages coordinated by PMNCH (GFF TF $300,000 and PMNCH $300,000)
- Key CSOs engaged in priority markets, GFF advocacy coalitions being formed in key markets, coordination around target asks
- Engaging with key INGOs and thought leaders at policy, advocacy and leadership levels

Platforms
- Identification of key milestone moments for engagement and partners with strong social media and mobilizing capability to raise visibility of the GFF and provide alternative pledging platforms
2. Replenishment Update - Going Forward

- Communications and advocacy campaigns, including country voices and third-party validators

- Continued demonstration of the GFF’s value-add and impact in countries (country stories/voices, annual report, results report), including GFF’s role and comparative advantage in global health architecture*

- Delivery on innovative financing agenda with World Bank Treasury, signaling progress on the key role of the GFF-World Bank to mobilize significant new resources for the GFF agenda

* separate IG agenda topic for discussion
2. Replenishment Update - Communications

## Context
Boosting the GFF’s replenishment campaign as we build momentum in the replenishment year – drawing on **new messaging, creative development** and **effectively leveraging CSO networks** to ensure all communications activities have the strategic impact required.

<table>
<thead>
<tr>
<th>Content &amp; Social</th>
<th>Toolkit</th>
<th>CSO/Advocate activation</th>
<th>On-going opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Campaign messaging</strong></td>
<td><strong>Content developed for comms. toolkit</strong></td>
<td><strong>Activate key CSOs and partners to endorse the GFF – using advocacy toolkit</strong></td>
<td><strong>Opportunities to leverage on on-going / ad hoc basis</strong></td>
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<td><strong>Social media content</strong></td>
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<td><strong>Influencers identified, analysed and targeted</strong></td>
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2. Replenishment Update – digital outreach and engagement

Reaching people with influence and large audiences

Example: targeted campaign: UK influencers

- Content seen 106,000+ times
- 2,180 engagements
- Data on which content receives the highest engagement
- Live Video Engagement (Davos)
3. IG request for top line messages on GFF value add

- The GFF – Catalytic financing in support of women, children and adolescent health and nutrition:

- GFF
  - invests in human capital: across the lifecycle
  - leads on catalytic health financing: efficiency gains, mobilizes domestic resources, IDA/IBRD, external and private capital
  - is powered by country-driven partnerships
  - strengthens health systems and engages in health financing reforms in support of the investment case for RMNCAH-N
  - employs a multi-sectoral approach
  - has a strong equity focus
  - makes implementation work in fragile settings
  - supports results-focused financing and has already shown tangible results
  - is a highly efficient and lean mechanism, drawing on contributions from partnership
3. Communications and Advocacy

Materials Available

- **GFF website:**
  - Replenishment Document
  - Press Releases
  - Social Media Messages
  - GFF Brochure & Private Sector Brochure
  - Fact sheets: 10 Reasons to Invest in the GFF, UHC, SRHR, Gender, CRVS, Nutrition, IDA/IBRD, DRM, Engagement with CSOs
  - Frequently asked questions
  - Country case studies
  - 2016/17 Annual Report
  - Blog posts, Op-eds, articles
  - Lancet and Devex articles
  - Multimedia

**Coming soon:**

- Country briefings and Results stories
- GFF Lives Saved-report
- GFF consolidated results in the 2017/18 Annual Report
- GFF and the Global Health Architecture
4. How IG members can contribute to the success of the Replenishment

- Demonstrate commitment and support to the GFF partnership through advocacy, messaging, social media, tweets, Op-eds, etc.

- Heighten GFF visibility at key national and global events, support hosting GFF investor meetings and/or feature GFF in your meetings and events

- Identify and help cultivate GFF champions, key influencers, third party validators amongst your constituencies

- Share insights and intelligence from conversations with potential investors

- Promote private sector/foundation interests in joining the GFF
4. For Discussion

- Tour de Table on actions taken by IG members to build support for the GFF replenishment
- What other opportunities are there for GFF high level outreach in the coming months?
- What do you need from the GFF Secretariat to support your donor outreach?