

SEVENTH INVESTORS GROUP MEETING
April 23, 2018 Washington D.C.

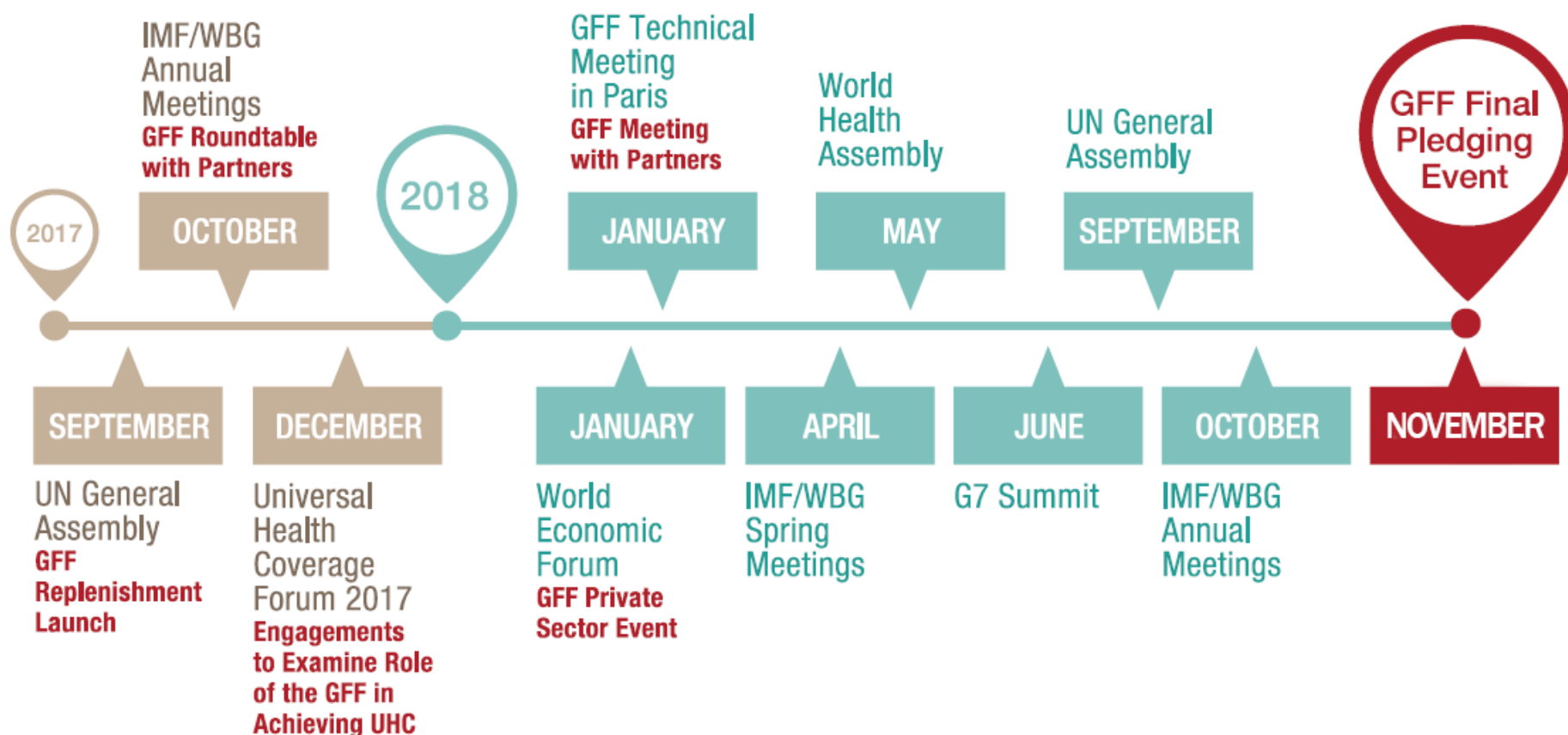
GFF Replenishment Update



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



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.

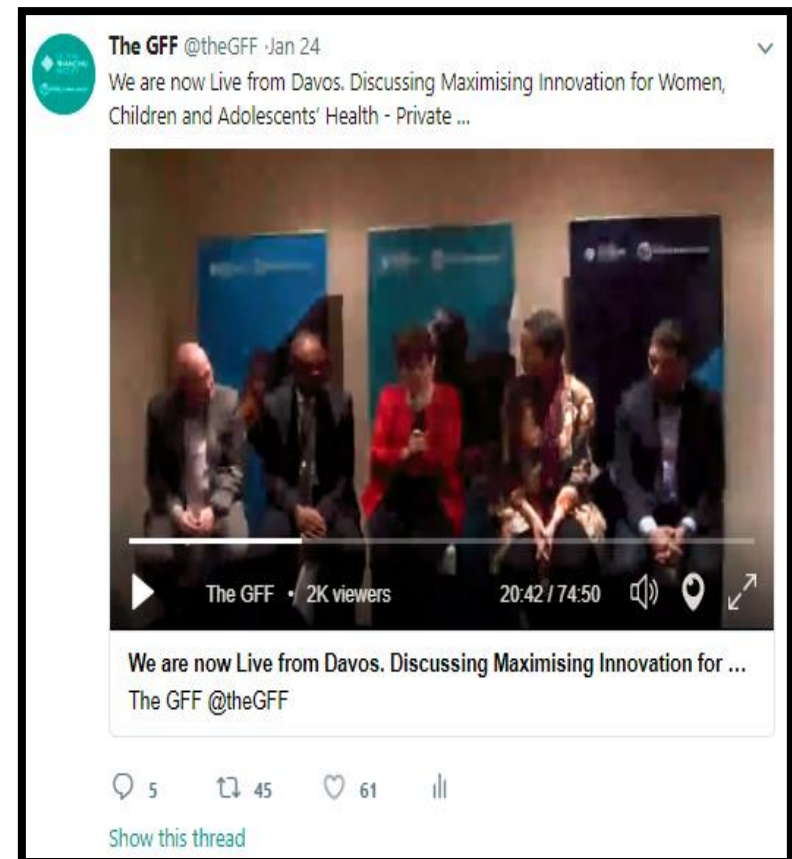
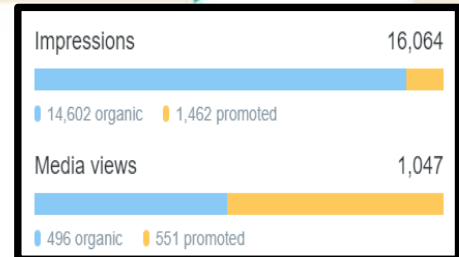
Content & Social	Toolkit	CSO/Advocate activation	On-going opportunities
Campaign messaging Social media content Influencers identified, analysed and targeted	Content developed for comms. toolkit	Activate key CSOs and partners to endorse the GFF – using advocacy toolkit Leverage key influencers and partners	Opportunities to leverage on on-going / ad hoc basis

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



The screenshot shows the 'GFF Replenishment' page on the Global Financing Facility website. The header includes the GFF logo and navigation links: WHO WE ARE, WHERE WE WORK, OUR PARTNERSHIP, REPLENISHMENT, and LIBRARY & NEWS. The main heading is 'GFF Replenishment'. Below it, a paragraph states: 'Over the past two years, the GFF has created a new model with countries in the driver's seat that brings together multiple sources of financing in a synergistic way to support national priorities. A key element of this model is drawing on the other sectors that influence health and nutrition outcomes, such as education, water and sanitation, and social protection.' To the right, a red box labeled 'ADVOCACY TOOLS' contains a link to the 'REPLENISHMENT DOCUMENT'. Below this, a video player shows a woman speaking, with a play button overlay. To the right of the video, a list of links includes: 'DOWNLOAD | PDF | 4.5MB', 'PRESS RELEASE', 'SOCIAL MEDIA MESSAGES', 'THE GFF: WHY INVEST?', 'BROCHURE', 'ANNUAL REPORT', 'FACT SHEETS', 'UNIVERSAL HEALTH COVERAGE | PDF | 0.5MB', 'SEXUAL & REPRODUCTIVE HEALTH & RIGHTS | PDF | 0.5MB', 'CIVIL REGISTRATION & VITAL STATISTICS | PDF | 0.6MB', 'INNOVATIVE FINANCING | COMING SOON', 'COUNTRY CASE STUDIES', 'CAMEROON', 'MOZAMBIQUE', 'LANCET: THE GLOBAL FINANCING FACILITY - TOWARDS A NEW WAY OF FINANCING FOR DEVELOPMENT', and 'DEVEX: OPINION: MAKING THE CASE FOR THE GLOBAL FINANCING FACILITY'. At the bottom, a paragraph states: 'The opportunity for impact is enormous: these countries collectively account for 96 percent of the US\$33 billion annual financing gap and 5.2 million maternal and child deaths each year, with billions of dollars lost each year to poor health.'

GLOBAL FINANCING FACILITY

WORLD BANK GROUP

WHO WE ARE WHERE WE WORK OUR PARTNERSHIP REPLENISHMENT LIBRARY & NEWS

GFF Replenishment

Over the past two years, the GFF has created a new model with countries in the driver's seat that brings together multiple sources of financing in a synergistic way to support national priorities. A key element of this model is drawing on the other sectors that influence health and nutrition outcomes, such as education, water and sanitation, and social protection.

ADVOCACY TOOLS

REPLENISHMENT DOCUMENT

DOWNLOAD | PDF | 4.5MB

PRESS RELEASE

SOCIAL MEDIA MESSAGES

THE GFF: WHY INVEST?

BROCHURE

ANNUAL REPORT

FACT SHEETS

UNIVERSAL HEALTH COVERAGE | PDF | 0.5MB

SEXUAL & REPRODUCTIVE HEALTH & RIGHTS | PDF | 0.5MB

CIVIL REGISTRATION & VITAL STATISTICS | PDF | 0.6MB

INNOVATIVE FINANCING | COMING SOON

COUNTRY CASE STUDIES

CAMEROON

MOZAMBIQUE

LANCET: THE GLOBAL FINANCING FACILITY - TOWARDS A NEW WAY OF FINANCING FOR DEVELOPMENT

DEVEX: OPINION: MAKING THE CASE FOR THE GLOBAL FINANCING FACILITY

The opportunity for impact is enormous: these countries collectively account for 96 percent of the US\$33 billion annual financing gap and 5.2 million maternal and child deaths each year, with billions of dollars lost each year to poor health.

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?

GFF PARTNERS



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GATES foundation

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OF DENMARK
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EVERY CHILD
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CHILDREN AND ADOLESCENTS



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BOLD IDEAS FOR HUMANITY™



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MSD for mothers



Norad



The Partnership
for Maternal, Newborn
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