

GLOBAL PARTNERSHIP TO END TRAFFIC FATALITIES AND INJURIES

Business Support



ABOUT THE UNITED NATIONS ROAD SAFETY FUND

Established in 2018, UNRSF helps halve road traffic deaths and injuries by 2030:

- USD \$20 Million pilot phase successfully concluded and independently evaluated (2018 - 2021).
- USD \$100 Million replenishment and scale phase launched (2021 & beyond).

UNRSF convenes partners across 125 low- and middle-income countries, 13 different industries, 12 UN agencies, 5 regional commissions & civil society to improve road safety.

UNRSF finances projects that trigger concrete government action ex. safer school zone and urban design; infrastructure for safe walking and cycling in cities; more effective speed enforcement; cleaner and safer used cars, etc



1.35 Mn
Road traffic deaths
each year

OVER 50 Mn
Road traffic injuries
each year

US\$100 Mn
Fundraising target
for 2021-2025

<US\$18 Mn
Current UNRSF
pledges

UNITED NATIONS ROAD SAFETY FUND UNMET DEMAND FOR SUPPORT ON ROAD SAFETY



To make the United Nations Road Safety Fund a continued success – securing adequate funding is a critical priority. US\$100 million dollars (2021–2025) is required to ensure the success of the United Nation's global mandate and global response to the road safety crisis that affects us all.



Since its establishment, the UNRSF has already received requests for support which total close to US\$100 million dollars. The magnitude of the requests for support made to the UNRSF confirms its' value-add and relevance, these needs exceed UNRSF's current funding capacity, which stands at under \$20 million dollars from the pilot phase.



The United Nations seeks to build to a world where roads are safe for every road user, everywhere. Saving millions of lives is too important an agenda for us to leave anyone behind.



WAYS FOR A BUSINESS TO SUPPORT THE UN'S EFFORTS TO IMPROVE GLOBAL ROAD SAFETY.

Direct donations

- If less than 50K per year – donation via individual donations platform on our website
 - If over 500K/ multi-year – donation at the pledging conference in July 2022
 - Pledges above a million would qualify donors to co-host the pledging conference in July 2022
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Matching employee donations (encouraging employee donations on the individual donations page, and matching with the same amount)

- Matching is also possible with any group that is of interest to a business (social media followers, government, etc.)
- Another possibility is matching impressions on social media with donations

Revenue sharing through merch options

- Brands can create signature items with UNRSF / campaign logo and share part of the revenue with the Fund
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Checkout fundraising – point of contact fundraising opportunities

- When a consumer finalizes the payment, they will have an option of donating via individual donations page
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In-kind support

- Email distribution
- Bringing traffic to UNRSF website
- Raising awareness on our #moments2live4 campaign (please refer to #moments2live4 campaign materials)



The secretariat of the Fund is hosted in Geneva by the UNECE.
Its administrative agent is the United Nations Multi-Partner Trust
Fund Office in New York.



Twitter



UNSRF



Facebook



Contact us by email:

unrsf_secretariat@un.org