

Fundraising For Development And Relief: A quest for private sources in CEE region

Conference on 23-24 May 2012, Bratislava, Falkensteiner Hotel Bratislava

Organisers and Partners of the conference

PDCS (www.pdcs.sk, www.ngdofundraising.net) with the *Strengthening Fundraising Capacities of NGOs in Central Europe* project partners (**The Resource Alliance, People in Need, DemNet, Partners Poland Foundation**),

under the auspices of the **Representation of the European Commission** in Slovakia and in partnership with

- **TRIALOG**
- **V4 National NGO Platforms:** FoRS - Czech Forum for Development Co-operation, HAND - Hungarian Association of NGOs for Development and Humanitarian Aid, Zagranica Group (Poland), Slovak NGO Platform
- **V4 National Fundraising Associations:** Czech Fundraising Center, ADOK – Hungarian Fundraising Association, Polish Fundraising Association, Slovak Fundraising Center

Background

Many Central European nongovernmental development organisations (NGDOs) implement projects with the support of government or EU funds. The Central European ODA mechanisms are at a developing stage, the flow of grants is often not well-enough structured and it is quite difficult to obtain grants or benefit from them on a regular basis. One of the challenges is a demand for co-financing. Successful grantees must provide significant amounts of own contribution and/or matching funds from alternative – individual or corporate – sources. In addition, the organisational development of NGDOs needs unrestricted sources of financing, to stabilise and consolidate their programs and expertise.

There are several examples of successful NGDOs in the region that are able to fundraise from private sources regularly. But equally, many Central European NGDOs have not yet set up fundraising mechanisms from independent sources, nor have the knowledge and experience to do so. They feel the need to develop mechanisms to diversify income, strengthen their fundraising capacity as well as to develop and strengthen relationship with their constituencies and the general public, which are often unaware of humanitarian and development issues, or simply do not consider them important.

Conference is part of the *Strengthening Fundraising Capacities of NGOs in Central Europe* project, which is supported by European Commission and co-financed by SlovakAid.



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Goals of the conference

- Promote experiences with fundraising from private sources for development and relief
- Inspire participants and their organisations, create space for sharing experience and examples
- Contribute to professionalisation and building capacities of NGOs in the region

Language of the conference: English without translation

All participants of the conference will receive a brand new book of inspirational case studies **Hearts And Money Beyond Borders: Fundraising from individuals for development and relief, PDCS 2012**

Preliminary program

Time	Wednesday, 23 May 2012
	<p>Arrival of participants</p> <p>Exhibition of winning photos from photo-competition</p>
17:30 – 19:00	<p>Opening of the conference</p> <p>Opening speech: Dušan Chrenek, Head of Representation of the European Commission in Slovakia</p> <p>Sources for development: public vs. private</p> <p>Moderator: Dušan Ondrušek</p> <p>Public vs private sources in CEE region in the next decade (overview of the trends and dynamics) – Boris Strečanský, Center for Philanthropy, SK</p> <p>How can you support private giving with public money (examples, models of what can public donors do to support private giving) – TBC (public donor representative)</p>
19:00	<p>Raut (Informal getting to know each other)</p> <p>PECHA-KUCHA: Fundraising campaigns for development and relief</p>

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Time	Thursday 24 May 2012
08:30 - 09:00	Arrival of participants
09:00 - 10:30	<p>Welcome, opening</p> <p>Program of the day, technical info</p> <p>Sources for development: reality and inspiration</p> <p>Moderator: Dušan Ondrušek</p> <p>Giving for development and relief in our region: wishful thinking and reality (Specifics of giving for development/relief) – Jan Kroupa, Czech Fundraising Center, CZ</p> <p>Cooperation in fundraising – is it possible? – Kath Hindley, Deputy Chief Executive, Disaster Emergency Committee, UK</p> <p>Transparency - working for better fundraising in the UK – Liam Cranley, Head of Strategy at Free Belarus Now, former leader of ImpACT Coalition, UK</p>
Break	
11:00 - 12:15	<p>Parallel workshops</p> <p>Workshop I: Coordination for better fundraising Is it possible to coordinate and cooperate between perceived competitors in fundraising? Examples of how can NGOs use advantages of coordination in fundraising Chairing: Jan Kroupa, Czech Fundraising Center</p> <p>Workshop II: Ethics and practice - involvement of beneficiaries to fundraising How do you involve beneficiaries to your fundraising activities? What do you consider ethical/unethical? Are they just portrayed? Or how they participate on shaping your campaigns? Chairing: Katarzyna Tekień, Partners Poland Foundation</p> <p>Workshop III: Growing up to be a fundraiser How do you grow into a fundraising role? How to motivate and support fundraiser's development within your organisation? How to recruit and integrate a fundraiser in your organisation? How do I start as a fundraiser? Education opportunities for fundraisers - Panel will share personal and professional stories with the audience. Facilitation: Jolan van Herwaarden, College of Change</p>

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	<p>Workshop IV: Where are they going? Donors' new directions... What is the impact of political changes in the Global South on donor behaviour in the North? And how the financial crisis impacts? How and why (or whether at all) is the donors' behaviour influenced?</p> <p>Chairing: Braňo Tichý, PDCS</p>
LUNCH	
13:15 - 14:30	<p>Parallel workshops</p> <p>Workshop V: Transparency - working for better fundraising What is the connection between transparency and fundraising? What is the experience with self-regulation of NGOs? Examples of transparency standards, discussion of transparency guidelines, its impacts and dilemmas.</p> <p>Chairing: Péter Pálvölgyi, DemNet</p> <p>Workshop VI: Communicating a trouble to the donors How do you communicate a failure to the donors? Where are the weak points in our campaigns? What was the failure from which you have learned the most?</p> <p>Chairing: Peter Gušťafík, PDCS</p> <p>Workshop VII: e-Fundraising What can you expect from fundraising through internet in our region? What works, what does not work? How can social networks help your fundraising?</p> <p>Chairing: Jitka Nesrstová, Greenpeace CZ</p> <p>Workshop VIII: Space for unexpected surprises (Participants choose their topics)</p>
Break	
15:00 - 16:30	<p>Discussion in the World Café format (Changing small groups)</p> <p>What do NGDOs in EU-12 need the most to increase their organisational capacities (or just to survive)? What will be your next step in fundraising?</p>
16:35 - 17:00	Closing

Costs

Thanks to the support of the European Commission and SlovakAid the organisers cover the costs of the conference (no fee is requested), accommodation (23 and 24 May if needed) and meals of the participants of the conference.

The travel costs are not covered.

Trialog as an official partner of the conference offers 12 grants to cover travel costs. For more information and application see www.ngdofundraising.net/conference.

About project

This conference comes out as part of the project *Strengthening Fundraising Capacities of Non-Governmental Development Organisations in Central Europe* funded by the European Union and SlovakAid implemented in the period 2010 to 2012. The project aims to develop cooperation and facilitate exchange of experience among non-governmental development organisations (NGDOs), fundraisers, and practitioners in Central Europe in the field of raising private funds for development and humanitarian causes. It contributes to their mutual networking, learning and sharing and thus strengthens their fundraising capacities.

The project is implemented in partnership led by PDCS (Slovakia) with partners, including People In Need (Czech Republic), Partners Poland Foundation (Poland), Foundation for Development of Democratic Rights – DemNet (Hungary), The Resource Alliance (United Kingdom) and in close cooperation with project associates Czech Fundraising Centre (Czech Republic), and Polish Fundraising Association (Poland).

More in-depth information about the project can be found at the website www.ngdofundraising.net, including a free downloadable version of the publication *Hearts And Money Beyond Borders: Fundraising from individuals for development and relief*, PDCS 2012.

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