

## SUMMARY

# PoMOCna KAWA #14



## FUNDRISING part.I

**50 ORGANIZATIONS PARTICIPATED IN THE MEETING** (Schuman Foundation, Deloitte Foundation, Legal Intervention Association, Parliament of Students of the Republic of Poland, New Story Foundation, Pink Box Foundation, Mental Equal Association, Mother's House, Lena Grochowska Foundation, Polish Association for EMDR Therapy, Koper Pomaga Foundation, UNITATEM Foundation, Suddenly Sami Foundation, Migrant Info Point, International Center for Psychological Assistance Foundation, Freedom Space Foundation, Na Zakręcie Foundation, Kosmos Foundation, Poskie Forum Migracyjne, Onkofundacja Alivia, New Story Foundation, Q Foundation, Foundation of Social and Economic Initiatives, Caritas - PARAFIAL SALA, Mother's House, Foundation of Social and Economic Initiatives, CultureLab Foundation and others)

### Fundraising

During the second training meeting of PoMOCna coffees, we covered the topics listed below reported by experts of active organizations :

- CultureLab Foundation "Development of individual fundrasing"
- Schuman Foundation "Partnerships and grants for international cooperation projects"
- Deloitte Foundation "Fundraising from business representatives"

Each lecture was followed by a short series of questions and answers. Participants also filled out a questionnaire and chose the most interesting topics they would like to explore at future meetings. Below are their responses. More in-depth and longer training sessions will be conducted by selected experts in March and April.

#### WHICH OF THE TOPICS DISCUSSED AT THE MEETING SHOULD BE DEVELOPED FURTHER IN A MORE DETAILED TRAINING?

DEVELOPMENT OF INDIVIDUAL FUNDRAISING



PARTNERSHIPS AND GRANTS FOR INTERNATIONAL COOPERATION PROJECTS



FUNDRAISING FROM BUSINESS REPRESENTATIVES



# Development of individual fundraising

## CULTURELAB FOUNDATION

Monika Miłowska - president of the CultureLab Foundation - told us about the goals, methods and mechanisms of fundraising. She described to us the most common problems and obstacles that organizations face when raising funds using this method.

### The most common fundraising goals are:

children and young people, health and medical research, fighting poverty, international causes and church causes. The characteristics of organizations in Poland and around the world are similar.

### The social groups that foundations and associations support are most often:

children or youth, local communities and seniors.

### The organization's annual budget varies enormously and ranges:

from 1 thousand zlotys (11%) to a million or several million zlotys (8%).

The budget of the average organization is about 28 thousand zlotys.

### The area in which organizations operate affects their annual budget.

In villages, half of them have a budget of about 8 thousand.

In provincial cities, this amount does not exceed 25 thousand zlotys.

In Warsaw, half of the organizations have at least 45 thousand zlotys.

## THE FOUNDATION'S MAIN SOURCES OF INCOME

### KRAJOWE ŚRODKI PUBLICZNE



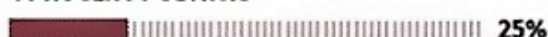
### SKŁADKI CZŁONKOWSKIE



### FILANTROPIA INDYWIDUALNA I INSTYTUCJONALNA



### 1 PROCENT PODATKU



### DZIAŁALNOŚĆ ODPLATNA I GOSPODARCZA



### WŁASNY MAJĄTEK



### WSPARCIE INNYCH ORGANIZACJI POZARZĄDOWYCH



### ZAGRANICZNE ŚRODKI PUBLICZNE



## There are many methods of fundraising, they are:

public fundraising, direct mailing, using membership dues, soliciting in-kind donations, applying for statutory grants, corporate fundraising, online fundraising, telephone fundraising, fundraising at events and activities, fundraising from regular donors, radio and TV advertising.

Nowadays, the most popular and cost-effective way to raise money is online fundraising activities, which offer many opportunities. Online fundraising activities can be conducted through: emails, newsletters, social media platforms, websites. If you want to find out what size of financial contribution is needed to develop individual fundraising, what distribution channels of donor acquisition work best, how to get their support for longer, how long it takes to get back the costs invested in promotional activities, and what are the best forms of action to choose for your organization watch the recording on our channel on [YouTube](#)

### CONTACT:

If you need a contact for a specific organization, email us at [mapujpomoc@culturelab.pl](mailto:mapujpomoc@culturelab.pl). We also encourage you to join our closed group for members of organizations, NGOs and volunteers on Facebook, where we share knowledge and oversized resources, seek inspiration, let you know about grants: <https://www.facebook.com/groups/mapujpomoc>

# Partnerships and grants for international cooperation projects

## SCHUMAN FOUNDATION

This little-known topic was presented by Ewelina Górecka, who decided to encourage smaller and medium-sized organizations to seek new opportunities in the area of international cooperation. The majority of individuals running foundations on a local, municipal, provincial, regional or even national scale do not think about establishing cooperation with foreign entities. They are often unaware of what solutions are available to them in this regard.

### Problems and barriers and concerns related to international partnerships are:

- Unfamiliarity with the English language at an appropriate level. Such a problem can be solved by establishing a partnership with a person who knows the language we need. She can help us write the application and take part in the project in part as a trainer or expert, for example.
- Other concerns are finances. Entering a project as a leader often depends on the amount of the organization's own contribution. However, we also have the opportunity to participate in the project as a partner. The required financial contribution is then much smaller.
- The next problem is the lack of knowledge of where to look for foreign partners

### European grants and programs for small and medium-sized organizations are:

- **Erasmus +**

This program focuses primarily on groups at risk of exclusion due to, for example, socio-economic, geographic or cultural and nationality constraints. It prioritizes the education of youth and adults to increase employability or develop cultural awareness. It also focuses on sustainable development, i.e. building competencies related to ecological activities. Cooperation between organizations and sharing of good practices.

- **European Solidarity Corps**

- **Citizens, Equality, Rights and Values programme - (Obywatele, Równość, Prawa i Wartości)**

The CERV program is designed to protect the rights and values enshrined in the EU Charter of Rights. It supports activities promoting legal equality and gender equality, among other things. Supports the involvement of EU citizens in democratic activities. Builds awareness of unity, exchange and knowledge of Europe's shared history.

- **Visegrad Fund / visegradfund.org**

The purpose of the Fund is to support cooperation between the Visegrad Group countries, i.e. the Czech Republic, Hungary, Poland and Slovakia, as well as Eastern Europe and the Balkans. Key priorities include culture and common identity, education and community capacity building, democratic values, development of local communities, environment and ecology, and social development.

- **Foundations and foreign institutions**

A good example is the Foundation for Polish-German Cooperation, which funds projects based on partnerships between Polish and non-German organizations in the areas of environmental protection, social and economic development, support for education and cultural activities. Another institution providing smaller grants is the US Embassy, which supports marginalized communities such as refugees, people with disabilities, members of the LGBTQI+ community, ethnic minorities or religious minorities.

### Platformy i strony internetowe, na których można znaleźć ogłoszenia o grantach:

- FUNDING & TENDERS Portal
- ERASMUS + website
- FRSE National Agency (Foundation for the Development of the Education System)
- European Solidarity Corps (EKS National Agency)
- European Commission - EACEA (European Executive Agency for Education and Culture)
- NGO.PL

# Raising funds from business representatives

## DELOITTE FOUNDATION

A very interesting lecture was given by Agata Lipiec and Jaroslaw Gesicki as representatives of the Deloitte Foundation, founded by Deloitte, which mainly deals with legal, financial and risk management consulting. They introduced us to the topic of the principles of cooperation between NGOs and businesses. They decided to introduce us, at the outset, to the way companies involved in charity work and how they plan their budgets. They did this using the example of their own company, encouraging the gathered representatives of NGOs to cooperate.

Thanks to them, the audience learned what might be important or interesting to representatives of a company approached by an NGO about raising funds for its project. First and foremost, it is important that the project is in line with the company's policy, its reach and the cost per person who benefits from it.

### SAMPLE SETTLEMENT OF A PROJECT FINANCED BY THE DELOITTE FOUNDATION



### Large global corporations often engage in philanthropic activities.

This is due to the culture and entrepreneurial model in which their employees are raised. They customarily allocate between 1% and 5% of their companies' revenue to social causes. In doing so, they choose the causes they want to support programmatically. This is often related to their business profile. Thus, the purpose of the project to which the NGO wants to invite the company must be in line with its goals. Organizations should therefore get an idea of the company's policy before approaching it for financial support.

### Company/Deloitte Foundation's cooperation with NGOs.

Deloitte engages its employees in volunteer and community activities based on their professional competence. The goals on which the foundation focuses are the development of education, environmental protection and charity. Deloitte does not want to be just a sponsor of projects but wants to actively participate in them.

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