



CEE FUNDRAISING 2023 SHARING EXPERIENCE

Expert seminar on fundraising capacity building

25-26 of May, Warsaw, Poland

Welcome to our expert seminar

CEE Fundraising 2023

Sharing experience

Every year Europe holds many fundraising conferences, both national and international ones. These events bring together hundreds of attendees – fundraisers, organization leaders, consultants, and representatives of businesses which provide related services. Why organize another fundraising event then?

Our seminar is addressed not to fundraisers, but seeks to attract specialists who support civic organizations in raising funds in Central and Eastern Europe. Despite processes related to European integration and globalization, the context for third-sector fundraising in our region is different than in Western Europe, Scandinavia, or North America. The philanthropic traditions weakened by the years of communism, lower level of economic prosperity combined with political particularism of the rulers, create a special landscape for fundraising activities.

We are convinced that in times of unpredictable crises, inflation, and non-transparent practices in financing civic activities with public money, non-grant fundraising will be of key importance for the independence and development of the third sector. Therefore, an important role will play all those who support civic organizations and groups in the process of their fundraising capacity building.

How to do it - how to strengthen competences needed for effective fundraising?
How to implement the right procedures and tools in organizations? What should we know about social and economic environment in order to develop better fundraising strategies?

Together – as a group of practitioners-specialists who support organizations in raising funds in Central and Eastern Europe – we will look for answers to these and other questions. We are convinced that such an exchange of knowledge, opinions, and experience will result in increasing the effectiveness of our work, and so contribute to building financial stability and independence of civil society organizations and initiatives.

Join us! We are looking forward to meeting you at our seminar.

▶▶ Academy of Civic Organizations Foundation (FAOO) PL
▶ Association for Civil Society Development (SMART) HR
▶ SOLIDARNA Foundation for Human Rights and Solidarity HR



PURPOSE

- ▶ Invited experts in fundraising capacity building from Poland, Croatia, Czech Republic, Hungary, Lithuania, Slovakia, and Slovenia will exchange ideas, knowledge and know-how about raising funds for CSOs' activities in the CEE region. The ultimate purpose is to facilitate mutual learning between researchers, trainers and consultants working with civic organizations and informal groups in different countries.
- ▶ Together we will explore the state of play in fundraising – facts and knowledge, most developed practice, strengths and weaknesses of CSOs in this field, as well as conditions for philanthropy development.
- ▶ Contacts made at the meeting may be a good starting point for further cooperation between individuals and organizations interested in continued exchange or joint initiatives afterwards.

Agenda

May 24th, 2023 (Wednesday)

Participants arrival

Accommodations at Ibis Warszawa Stare Miasto
Address: Muranowska 2, 00-209 Warszawa
tel. +48 22 310 10 00

May 25th, 2023 (Thursday)

Full day seminar

Conference room at the Stefan Batory Foundation
Address: Sapieżyńska 10a, 00-215 Warszawa

9.00-9.30

Participants registration & welcome coffee

9.30-10.00

Welcoming and opening remarks by:

- Lidia Kuczmierowska, FAOO (PL) & Zvijezdana Schulz Vugrin, SMART (HR)
- Brief introductions of participants

10.00-11.00

- *Fundraising from individuals – 5 lessons from the UK*
Richard Docwra, ChangeStar (UK)

Context:

In the UK, not-for-profit organisations have been raising money from individual members of the public for decades. In this talk, we will explore 5 key lessons from fundraising in the UK – from how to start an Individual Giving programme to how to raise funds for difficult causes.

Q&A session

11.00-11.20

Coffee break

11.20-12.30

Facts about CSOs' finance and fundraising practice – what studies and data are available, what we know, and what we do not know about fundraising in our countries

- *Where to look for relevant data for fundraisers?*
Eduard Marček, Slovak Fundraising Centre (SK)
- *Current philanthropic trends in Croatia and lessons learned from the recent crisis period*
Marina Škrabalo, Solidarna (HR)
- *Fundraising sector in Lithuania: an overview in the guesstimation mode*
Giedrė Šopaitė-Šilinskienė, Fundraising@LT (LT)

12.30-13.30

Lunch

13.30-15.00

Mapping fundraising strategies methods and tools. Examples and cases worth sharing

- *Cross-sectoral alliances as anchors of financial sustainability: the story of "My Place Under the Sun"*
Zoran Grozdanov, Center for the Culture of Dialogue (HR)
- *Resilient NGOs – which organizations will survive?*
Jan Gregor, Svět Neziskovek (CZ)
- *Corporate fundraising for refugees. Benefits and challenges*
Marianna Wartecka, Ocalenie Foundation (Rescue Foundation) (PL)



- 15.00-15.20** Coffee break
- 15.20-16.20** **The future of fundraising in CEE countries** – possible scenarios, further developments, threats and opportunities. Recommended responses
Foresight session in groups
- 16.20-16.40** **Breakout session to set up working groups for the next day**
Selection of the topics
Closing & preparing for the next day
- 16.40-19.30** Free time for participants
- 19.30-21.30** Dinner in the Old Town
Literatka Restaurant
Address: Krakowskie Przedmieście 87/89, 00-079 Warszawa

May 26th, 2023 (Friday)

- Half day seminar** Conference room at the Stefan Batory Foundation
Address: Sapieżyńska 10a, 00-215 Warszawa
- 9.00-9.30** Welcome coffee
- 9.30-11.00** **Group work session**
Tentative thematic groups / Exemplary themes:
Group 1: Fundraising research and data analysis. What we know, what we can only guess? How & where to look for data?
Group 2: Fundraising training and consultancy. Who are our customers, how can we meet their needs? Best & worst practices
Group 3: Promoting philanthropy – communication and advocacy. What are the main threats and barriers? How can we overcome them?
- 11.00-11.30** Coffee break
- 11.30-12.30** **Closing session (plenary)**
Reports from the groups
Discussion on key findings and recommendations
Closure
- 12.30-13.30** Lunch & departure

IMPORTANT!

The event will be held in English. We will not provide interpretation into other languages.

Biograms of speakers



Richard Docwra (UK)

Consultant, coach and writer helping individuals, organizations and society to flourish. He is the founder and director of ChangeStar (www.changestar.co.uk) – a fundraising and social change agency, and has over 25 years' experience of providing strategic and creative consultancy to help a wide range of progressive causes (including Oxfam, WWF and The Green Party) to achieve greater impact and grow their income.

Eduard Marček (SK)

Co-founder of the Slovak Fundraising Centre, Head of Fundraising at Transparency International Slovakia, President of the European Fundraising Association (2019–2021). Eduard has been working in the non-profit sector since 1997, being a leader, board member, consultant for several non-profit organizations and initiatives. Creator of CEE Fundraising Conference (CEEFC) in Bratislava – the leading fundraising conference in Central and Eastern Europe, organized annually since 2010.



Marina Škrabalo (HR)

Program advisor, former director and co-founder of SOLIDARNA Foundation for Human Rights and Solidarity. Over the past 15 years, Marina has conducted research on CSR, philanthropy and civil society development. Member of European Economic Social Committee from 2013 to 2020. BA in ethnology and history from the University of Zagreb and MA in public administration from Maxwell School of Citizenship, Syracuse University.



Giedrė Šopaitė-Šilinskienė (LT)

Founder and CEO of Fundraising@LT – the platform aiming to professionalize Lithuania’s fundraising sector. For the past five years, Giedrė has served as CEO of the donation portal Aukok.lt with the main mission to empower local NGOs to use their potential in digital fundraising. Consultant, speaker, trainer, and even sometimes inspirer with a vision to help NGOs become the best version of themselves.



Zoran Grozdanov (HR)

Founding member of Croatian NGO CeKaDe. Zordan successfully advocated for abolishing VAT on food donations. Currently involved in “My Place Under the Sun”, a program for deprived children. Pioneer of diversified, community-oriented fundraising strategies for greater autonomy of social service providers and innovations. Ready to share his know-how on bringing academia, civil society and business together for micro-focused social change. Assistant Professor at University Center for Protestant Theology (UNIZG).



Jan Gregor (CZ)

Financial and Organizational Executive at Czech NGO “Svět Neziskovek,” Vice President of the European Fundraising Association, and Director of “For Easy Giving” Coalition. Jan (Honza) organizes the “Month of Charitable Will” legacy campaign. Former Program Director at Via Foundation. Former Head of Fundraising at Friends of the Earth Czech Republic. Member of Legavision network and Committee on Legislation and Financing of the Council of the Czech Government for Non-Governmental Nonprofit Organizations.



Marianna Wartecka (PL)

Board Member and Partnership & Advocacy Director at Ocalenie Foundation. Experienced marketing, PR and communication strategy expert. Managed Ocalenie relations with corporate donors since 2019. Witnessed Ocalenie’s dynamic post-2021 growth fueled by humanitarian crises involving refugees. MA in theater studies from Adam Mickiewicz University in Poznań (2010) and law from Kozminski University in Warsaw (2016). Graduate of Friedrich-Ebert Foundation’s Social Democracy Academy (2018), and IOM’s Summer School on Migration (2019).



Organizers:



Academy of Civic Organizations Foundation (FAOO) PL



Association for Civil Society Development (SMART) HR



SOLIDARNA Foundation for Human Rights and Solidarity HR



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