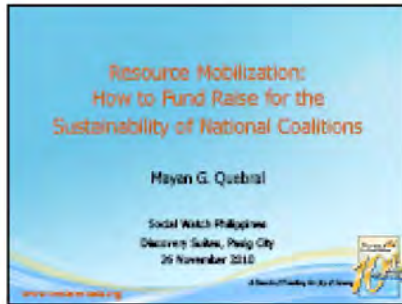


Annex P



Fund Raising Concepts

Friend Fund Raising



A management process that involves **identifying people** who share the same values as the organization, and taking steps to **manage that relationship**.

The Social Exchange: The Non-Profit Organization



3 Sources of Funds for Non-Profits

Source of Funds	Characteristics	Examples
Grants	Clearly restricted, project-based, time-bound, short-to-medium-term funding	Governments, foundations, associations, corporations & State of agreements
Gifts	Unrestricted, can lead to endorsements, random-to-long term funding	Individuals, groups
Earned Income	Unrestricted, short-to-long-term funding, for-profit operation, needing different management skills	Sale of products, fee for service, interest income

In the Philippines...

Who Gives Cash to NGOs?

- Geographically: **National Capital Region**
- Urban or Rural: **Urban**
- Among Socio-economic Classes (SEC): **Class E**
- Among the 2 Sexes: **Female**
- According to Age & Work: **Native Adults**

*Based on a 2006 survey commissioned by the Center for Fund Raising in partnership with Social Invest in Culture

In the National Capital Region...

Top Causes Supported

Ranking	Cause
71%	Housing for the Poor
70%	Health and Nutrition
67%	Education
65%	Caring for Elderly / Disabled
64%	Subsidy of Drug Dependent Youth
62%	Reproductive Health
61%	Orphaned / Street Children
60%	Needs of At-Risk Women
57%	Employment / Livelihood
57%	Youth / Juvenile Delinquent



*Based on a 2006 survey commissioned by the Center for Fund Raising in partnership with Social Invest in Culture

7 Country Report



Giving Motivations

- Bangladesh:** Response to religious and humanitarian causes is great
- India:** Compassion is the main motivation and the habit of giving is widespread
- Nepal:** Giving is motivated by the Hindu belief, "doing good help earn credits in the afterlife"
- Pakistan:** Islam inspires giving
- Thailand:** Motivations are religion, merit-making, charity, royalty and social reciprocity
- Indonesia:** Motivated by religion, Islam
- Philippines:** "a feeling of compassion for others"

Source: Center for Strategic Leadership & Development, Philippines Center for Social Enterprise
www.mwca.asia.org A Social Thinking Activity of Social Thinking

Aid to NGOs is changing

- NGOs seen as contractors for services
- An increasing interest support 'Southern' NGOs directly
- Grants are getting larger, to fewer larger NGOs
- Increasing emphasis on sophisticated large-scale planning agreements and frameworks
- Northern NGOs being in competition with Southern NGOs for funds

Source: Center for Strategic Leadership & Development, Philippines Center for Social Enterprise
www.mwca.asia.org A Social Thinking Activity of Social Thinking

In the Philippines...

HNI's Motivations for Giving

- Religion
- Stewardship
- Family examples, values and traditions
- Responsibility to give back to the community
- Overwhelming needs in the country
- Passion for specific causes
- Feeling of self-fulfillment and sense of well-being

Source: Center for Strategic Leadership & Development, Philippines Center for Social Enterprise
www.mwca.asia.org A Social Thinking Activity of Social Thinking

Fund Raising Strategies

www.mwca.asia.org A Social Thinking Activity of Social Thinking

Special Event

Philippine Legislators' Committee on Population and Development

"A Voice for A Better Life"



- Music Festival
- Launched I-Change Campaign
- Corporate sponsors: GSM Blue, Smart Communications, MTV Philippines, Business World, etc.

www.mwca.asia.org A Social Thinking Activity of Social Thinking

Direct Mail

Legal Rights and Natural Resources Center



www.mwca.asia.org A Social Thinking Activity of Social Thinking



Internet Fund Raising

Transparency International



www.transparency.org

A Network/Agency of the City of Taguig

Corporate Partnerships

Mind Museum



- Altimetris
- Ayala Foundation
- Ayuda and
- BPI
- Cel Mobile Pacific (PhilNet)
- Foxit Software Development Corporation
- Globe Telecom
- Inagpac
- Integrated Healthcare Inc. (IHI)
- J.P. Morgan and Chase
- Manila Water
- Mactan
- Shell Philippines
- Sky Philippines
- St. Luke's Medical Center
- SouthPeak
- Sun Life Foundation, Inc.
- The Family of Marico K. Tan
- Transcom Philippines

www.mindmuseum.org

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Membership

NetHope

- Membership as a collaborative team
- Cultivate potential members who will both benefit from and contribute to NetHope
- Prospective member must operate as an NGO with an ICT capability and presence in at least 2 developing regions
- Five (5) Strategic Initiatives
 - Connectivity
 - Field capacity building
 - Emergency response
 - Shared services
 - Innovation




www.nethope.org

A Network/Agency of the City of Taguig

Major Gifts

Washington Sycip



- Giving Priorities: Rural Development and Education
- Donated PHP 2,000,000 gift to Synergiza (2005) – an NGO dedicated to educational reform
- Has also donated to AIM and Philippine Science High School

www.washingtonsycip.org

A Network/Agency of the City of Taguig

Earned Income from Endowments
Foundation for a Sustainable Society, Inc. (FSSI)



- Received an endowment fund through the Bilateral Agreement on the Reduction of the External Debt between the Philippine and Swiss Governments in 1995
- Interest from endowment fund are used for their financial products and services

A Product of Working With A Purpose

Capital Campaign
AIM ACCEED Conference Center



- One of the fund raising initiatives of the Asian Institute of Management - Scientific Research Foundation (AIM-SRF)
- Total amount needed to be raised: PHP 250,000,000
- AIM - SRF invested in building relationships with its alumni, students, and bilateral agencies, taking into account the cultural nuances and protocol
- Quality over quantity of gifts

A Product of Working With A Purpose

Earned Income from Rental Fees
ISIS International – Manila



A Product of Working With A Purpose

Grants
The Asia Foundation (TAF)



Areas for Funding:

- Gender & Development/Women and Development
- Social and Legal Services
- Governance and Legal Reform
- Economic Policy Reform
- Peace and Human Rights
- Sustainable Development and Environment
- International Relations
- Media
- Local Governance
- Counter-corruption
- Public Works and NGO development

A Product of Working With A Purpose

