



Global Fundraising - What's in it for me ?

Ole Chr. Kleppe
Head of Major Donor Relations

Norwegian Fundraising Council
Chairman of the board
2008 -



Redd Barna is one of five strongest brands in humanitarian aid in Norway

Internationally our name is
Save The Children Norway (SCN)

We have 60 years of experience

In 2009 we want to use USD 105 million to the best for children

In 2008 we reached 4,2 million children directly through more than 300 projects in 27 countries in four regions of the world

Save the Children Norway's values are founded on the UN Convention on the Rights of the Child and the Universal Declaration of Human Rights

We are the *third* largest member of 27 members of The International Save The Children Alliance



Save the Children

- **27 Save the Children organizations make up the International Save the Children Alliance, the world's largest independent movement for children, making improvements for children in over 110 countries**
- **Save the Children is the world's leading independent child rights organisation. The United Nations Convention on the Rights of the Child is the basis for our work**
- **Save the Children works for:**
 - a world which respects and values each child
 - a world which listens to children and learns
 - a world where all children have hope and opportunity

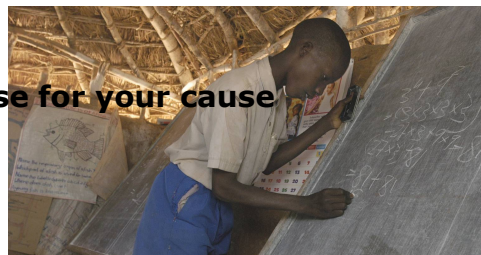



Global fundraising

What's in it for you ?

Hard & structured work
with professional approach - in English

Enlarged fundingbase for your cause






 Save the Children Norway

What's it all about ?

Expand your funding universe !

Diversify your fundraising !

Increase your funding base

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 Save the Children Norway

Expand your funding universe !

Official Development Assistance Agencies	ODA
United Nations Agencies	UNA
European Union Agencies	EUA
Multilateral Development Banks	MDB
International Foundations	IF
Global Corporations	GC
International Nongovernmental Organizations	INGO
International Church-based or religious Organizations	ICO





Global opportunities, examples

- Global Foundations
- Global Fund (Hiv/Aids)
- EU
 - EEA (European Economical Agreement)
 - ECHO (European Commission's Humanitarian Aid Office) (€937 million in 2008)
 - EIHRD (European Initiative for Human Rights and Democracy)
- Local Embassies in operating country



Use the WEB to increase your knowledge about EU funding and European foundations.
- the sources are near by you !



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European Foundations

“Across Europe, foundations are receiving increased attention and are taking up a more central role in policy discussions on the future of economic, social, and environmental issues as well as research and innovation, among others.”

Foundations work to improve the living conditions and quality of life of the general public and specific disadvantaged individuals, and they promote civic initiatives and active citizenship

*Foundation Facts & Figures Across the EU
 –Associating Private Wealth for Public Benefit
 An initiative of the European Foundation Centre Research Task Force with the support of the King Baudouin Foundation*



European Foundations (2001/02)

Country Total expenditure of foundations surveyed (euros)

European Foundations constitute a large funding base

	Mill. Euro		
Belgium	150	2001	
Finland	387,7	2001	
France	3.139	2001	
Germany	35.000	1999	
Italy	4.848	1999	
Netherlands	2.672		
Spain	925,9	2003	
Sweden	656	2001/02	
United Kingdom	3.231	2001/02	
Total	51.010		

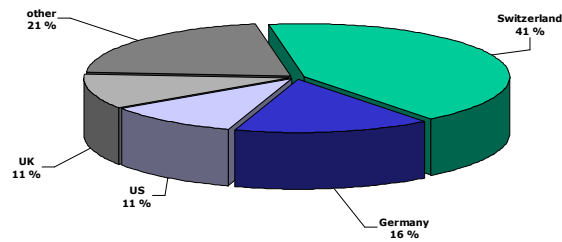
51 bill. Euro

European Foundation Center 2008



International Foundations - Range of nationalities

More than 50% of international foundations are Swiss or German

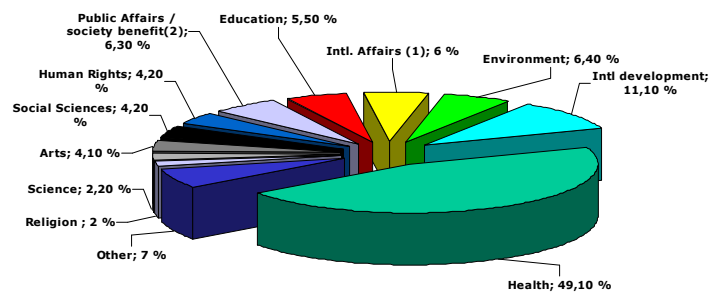


European Foundation Center 2008



US Foundations – grants 2004

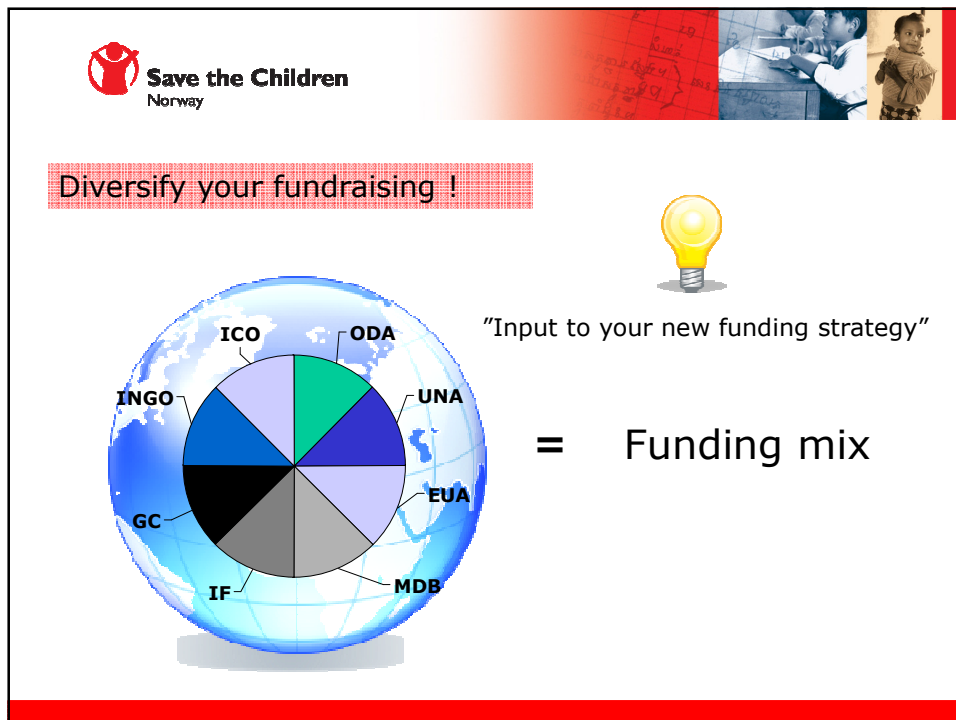
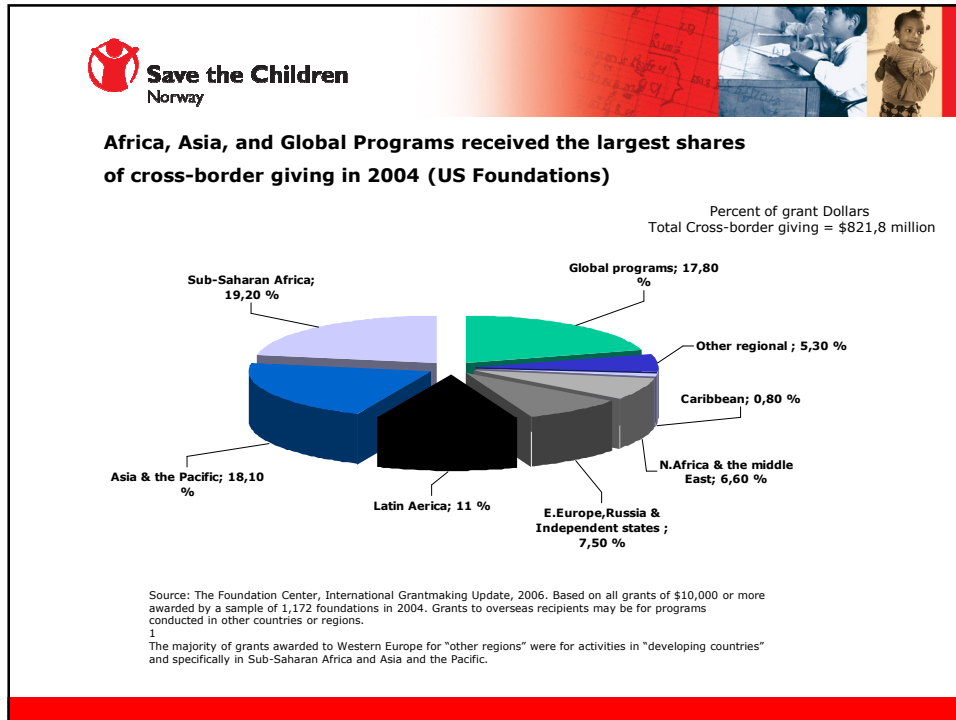
"Health far surpassed all fields by share of international giving in 2004"



Source: The Foundation Center, International Grantmaking Update, 2006. Based on all grants of \$10,000 or more awarded by a sample of 1,172 US foundations in 2004.

1) Includes grants for peace and security, foreign policy, promoting international understanding, and international affairs, research/policy.

2) Includes grants for public affairs, philanthropy, and general grants to promote civil society. Civil society grants are also found in other categories, such as human rights and international development.





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- Save the Children**
Norway
- ## What's in it for you ?
- New funding opportunities for your cause
 - Structured and professional attitude to fundraising
 - Access to new networks and learning arenas
 - Recognition - successful proposals as references
 - Increase the sustainability in your work



"Thank you for an excellent partnership that greatly improved the standard of living and educational services of the children of Preah Vihear. You should be very proud of your work."

**World Bank
Luis A. Benveniste,
Country Sector Coordinator
Human Development Unit, East Asia and Pacific Region**

**Save The Children Norway, in Cambodia
Finalizing the second grant from the Worldbank in 2005
- total amount of \$ 1,8 mill**



**Save The Children Norway
in project partnership
with
Save The Children Romania**

***The best of care for healthier Romanian Children
Euro 800.000 from EEA
2009 - 2011
(24 months)***

"Promoting mental health and improving the quality of care for vulnerable children and adolescents in Romania"

**EEA
The agreement on the European Economic Area – the EEA Agreement – is the cornerstone of the relations between Norway and the European Union. The EEA extends the Internal Market, with its so-called four freedoms (free movement of goods, capital, services and persons), to Norway and the two other EEA EFTA countries; Iceland and Liechtenstein.**

"Norway contributes more than € 284 million annually to social and economic cohesion in the enlarged EU/EEA through the EEA and Norway Grants established in 2004. This increase made Norway one of the largest contributors of the 30 countries in the enlarged EEA"



- Geneva Global
 - international philanthropic advisor



Be aware of the risks ...

- .. to lose your integrity
- .. to lose your flexibility through earmarked funds
- .. to become donor driven





.. but
go global for the opportunities

