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## Foundation Fundraising

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## Our Guest: Raymond Georis

- Current Managing Director of the **Madariaga European Foundation**
- Founding Managing Director of the **Network of European Foundation for Innovative Cooperation (NEF)**
- Founding Chairman of the **European Foundation Centre (EFC)**
- Former Secretary General of the **European Cultural Foundation (ECF)**

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## Objectives

- Understand the world of foundations in Europe
- Get an insider's viewpoint – meet the manager
- Learn how to approach European foundations effectively

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## Today

- Sector
- Motivations
- Shifting Priorities
- Concerns
- Grant-making management

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## Please...

- Interrupt
- Ask
- Discuss
- Make yourself comfortable

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## The Sector

*If we understand the sector, we can be more focussed and effective in our approach*

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## The Sector

- History
- Features
- Structure – Key Players
- Size – Funding Potential
- EU vs US
- Cross-border funding
- The Future

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## Big Numbers

- 62,000 foundations in 15 EU Member States
- Rapid growth
  - 50% of foundations in Italy are post-1990

Source: Foundation Facts & Figures Across the EU, EFC, April 2005

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## Big Money

- €51,000,000,000 spend
  - 25,000 surveyed foundations
- 16 European foundations with assets over Euros 1bn

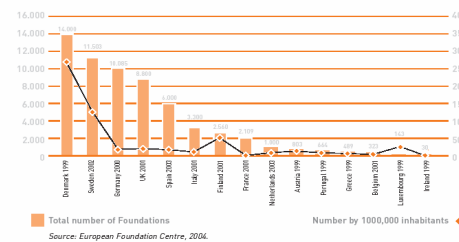
Source: EFC Research Task Force Survey, 2005

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## Big Numbers

Graph 2.1. Total number of public-benefit foundations in Europe and number per 100 000 inhabitants

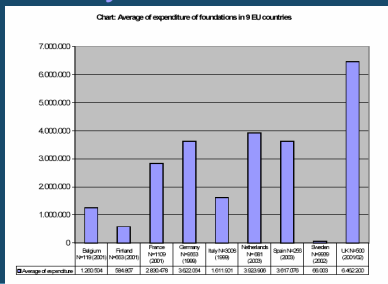


Source: European Foundation Centre, 2004

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## Big Money

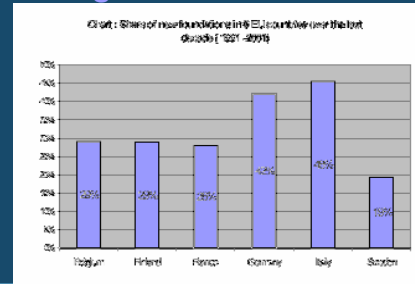


Source: EFC Research Task Force, April 2005

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## Growing Sector



Source: EFC Research Task Force 2004

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## Growing Sector: Italy



## Growing Sector: Italy

- 88 foundations of banking origin
- Cumulated endowment of € 65bn
- Annual expenditure capacity of € 1.5bn
- Annual growth rate in donations : +5,65%

Source: ACRI - 2006

## Growing Sector: Fundraising Foundations

- Community Philanthropic Organisations
  - 530 in Europe in 2004, (30 in 1994)
  - 82% are grant makers
  - €76m in grants, 2004
  - Grants up 40% on 2003
- Community Foundations
  - 209 Community Foundations
  - €280.5m assets
  - UK, Italy and Germany lead
  - Building endowments

Source: Community Philanthropy Watch, EFC, 2004

## Motivations

*If we understand foundation motivations, we can develop more compelling cases*

## Motivations

- The founder
- The board
- The director
- Trends

## Foundation Types

Fundraiser's Focus



Grant-Making Foundations

versus

Operating Foundations

## Shifting Priorities

*If we understand foundation priorities, we can develop more compelling cases*

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## Concerns

*If we address foundation concerns, we are more likely to succeed in getting grants*

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## Concerns

- “It is more difficult to give money out ... than to raise money...”

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## Managing a Foundation

*If we understand foundation management, we can develop effective approach strategies*

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## Grant-making Management

- The process
- Decision makers
- How and where can you have impact?
- What to do/not do to be successful?
- From grant-raising to partnering
- Servicing foundations

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## More questions?

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## Today

- ✓ Sector
- ✓ Motivations
- ✓ Shifting Priorities - News from EFC Conference, 2007
- ✓ Concerns
- ✓ Grant-making management

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## Tomorrow: today's learning in practice

- Research foundations in Europe – where to find them
- Meet their needs – Keys to a successful application
- Manage the relationship
- Developing your foundation fundraising strategy

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## Thank YOU!

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