



European Federation of Allergy and Airways
Diseases Patients' Associations

Fundraising 1st EFA webinar

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Agenda

Fundraising

- Definition
- Sources and types of fundraising
- Analysis of potential funding partners
- General conditions for fundraising/ partnership by industry partners
- Corporate vs project fundraising: why both is needed

Definition of Fundraising

- by the Association of Fundraising Professionals



– The raising of

- assets and resources

–from various sources



»for the support of an organization or

- a specific project

Questions?

Sources and Types of Funding

- **Budget Support**
 - Governmental
 - Corporate
 - Individual donations (once or frequently)
- **Kind Support**
 - Devices/ Material/ Equipment
 - Volunteer work
 - Meeting support (rooms, announcements etc)

Budget Support

- **Government** - decreasing!
 - European Commission - not on national level
 - **European health Forum Bad Hof Gastein Award** www.ehfg.org/award.html
over the boarder projects

Sources and Types of Funding

Budget Support

- **Private Foundations**

- **Bill & Melinda Gates Foundation** <http://www.gatesfoundation.org/How-We-Work/General-Information/Grant-Opportunities>
- **Fare Food Allergy Research & Education Organisation** www.foodallergy.org
- **Velux and Villum Foundations** - technic and environmental research plus vocational training <https://veluxfoundations.dk/en/social-projects/social-projects-abroad>
 - **KR Foundation** (<http://krfnd.org/mission-focus/>) – focus climate change
- **The Jenifer Altman Foundation** (<http://www.jaf.org/>) – focus: environment and justice

- **HCPs organizations, e.g. ELF/ERS**
- **Industry**

Sources and Types of Funding

Kind Support

- **Devices/Material/Equipment**

Example: Training inhalers or adrenaline training devices

- **Volunteer work**

Example: if well-controlled patients or physicians or specialized nurses train newly diagnosed patients

- **Meeting support**

Example: social media, journals or newspapers sometimes accept an add announcing an event of your organisation free of charge or a society like ERS offers a room for patient training free of charge

Questions?

Analysis of your potential partners

- **Companies**

- Car Industry - electro cars? E.g. Fiat or Alfa Romeo
- Designer Industry – Cecilia Rinaldi etc?
- Farmers and Wine maker Union
- Green Energy industry e.g. Enel?
- Health technology industry – e.g. Refill stations for oxygen?
- Pharmaceutical Industry – e.g. Chiesi, Menarini
- Tourism Industry – Build an allergy free map of shopping possibilities or restaurants and ask your individual city or town to support you on this.

Identify the specific interests of each of them before approaching one!

Questions?

General conditions for fundraising/ partnership by industry partners

Optimal projects have clear Win-Win situations!

- Vision, mission and objectives and a working plan are essential to help partners to understand your motivation.
- Key is the **joint interest to increase the QoL** for people with allergies, asthma and airway diseases!
- People as well as organizations and companies need clear patient organisation PROJECT's to trust the idea of help!
- The project has to be a combination of **your organisations**
 - sustainable development,
 - your strategic activities and
 - achieving aims to reach the next level of QoL for the people you take care of.
- Your project needs to fit in the strategic activities and objectives of your potential partner.

General conditions for fundraising/ partnership by industry partners

Same rules for ALL partners!

- **Two level fees** are ideal: corporate and project level
- At least **two partners** for **one project**.
- **Same rules and fees** for all!
- Partnership needs **visibility**: announce partners and amounts paid on your communication platforms and all publications. Show that ASI is proud to make a plan a reality !
- Invite all partners to discuss your achievements and future plans (**All partners meeting**).
- **Reflect** carefully partners comments and build projects on it if it fits with your aims!

Note

http://www.efanet.org/images/documents/EFA_Sustainable_Corporate_Partnership_Framework_2016.pdf

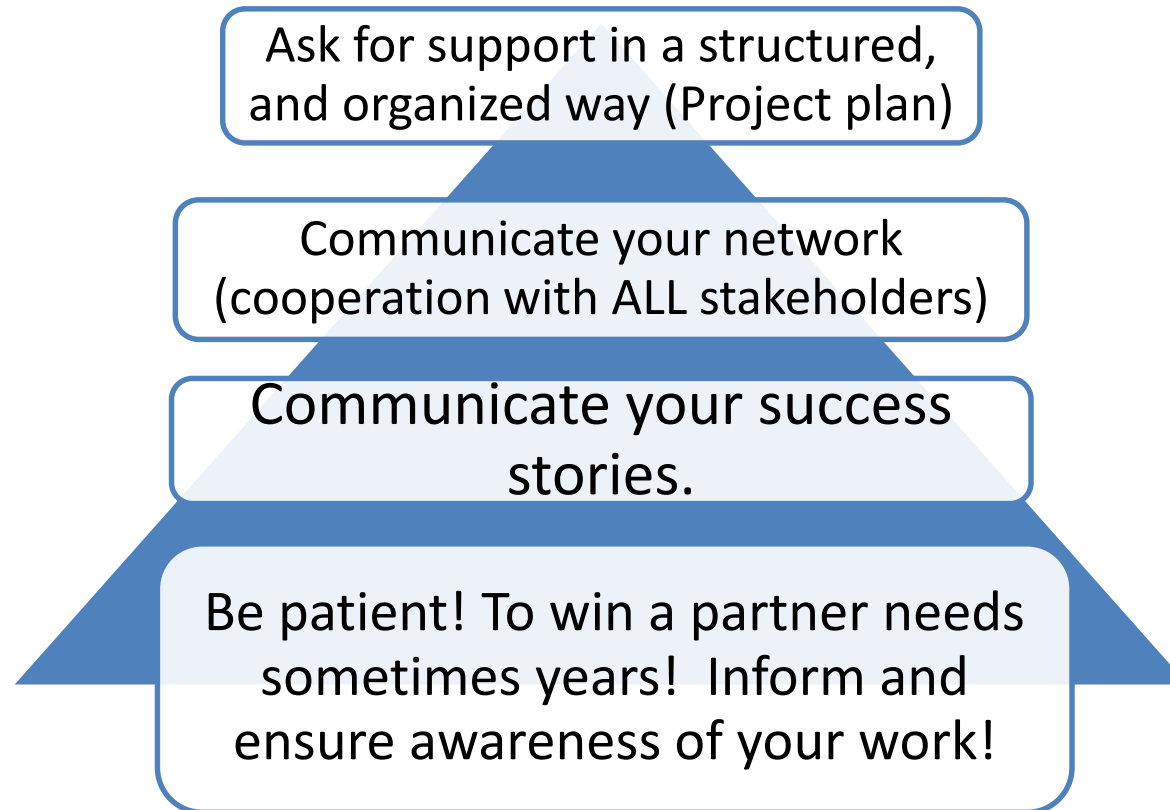
Request for Partnership

- **Explain ALL** your programs to ensure that partners understand your entire approach.
- **Calculate** your financial need carefully and be realistic!
- Have **standard contracts** in place, but be flexible, if changes are requested.

DO NOT SELL NEEDS, BUT SOLUTIONS ONLY!

- **Concentrate** on **patients aspects**, use professionals (advisors) where needed and be as rational as possible, but do not try to become a HCP yourself. You are the patient voice, which has increasing importance!
- **Negotiate** always on **eye-level**! Realize that each added partner keeps you growing!

General conditions for fundraising/ partnership by industry partners



Ensure a frequent dialogue with your partners!

General conditions for fundraising/ partnership by industry partners

- Projects can be organised by **internal or external** people, wherever the best expertise is! Just calculate enough budget to pay professionals to run your project correctly and in the planned time frame.
- Have **achievable aims** only and define **milestones** to be able to **measure your process**.
- **Reflect processes**, learn from errors and accept to be not perfect.
- Never ever forget to **communicate** successes.
- Ask ALL (also the partners) involved for a **debriefing** and use debriefing comments for your next plan.

Questions?

Corporate vs project fundraising : why both is needed

- **Corporate Fundraising**
 - To pay the **permanent costs** of your organisation, e.g. office renting fee, staff, travel costs, computers, phones etc
- **Project costs**
 - To pay the **direct projects costs only!**
Examples: medical and patient advisors, agency costs, registration and travel to present a poster regarding the project at a medical conference, working time of your staff on the specific project, printing of the poster or a reprint of a publication etc

Note: If a company does not accept corporate costs , put it under project costs, but explain this in a open way.

Questions?



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Thank you for your attention!

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