

Fundraising Newsletter 10/2004

Die Fund Raising School kommt nach Wien.

Von 7.-11. Februar 2005 leitet Prof. Tim Seiler, Direktor der Fund Raising School, den in Europa bereits bewährten Course 101 "Principles & Techniques of Fund Raising". The Fund Raising School an der Indiana University ist die im Fundraising renommierteste akademische Institution.

TFI (31.10.2004)

Waschen, schneiden, spenden: Friseur hilft Kindern in Namibia Sachsenhausen.

Stauend starren die Steppentiere von den Postern auf die Haarschneide-Aktion zu Gunsten eines Waisenhauses in Namibia. Der Inhaber des Salons hat sich an der Spenden-Sammelaktion für den Verein «Hand in Hand for Children» beteiligt. 15 Stunden lang, von morgens 9 Uhr bis Mitternacht, schnitten die Friseure in der Schweizer Straße alte Frankfurter Zöpfe für einsame namibische Mädchen und Jungen ab.

Frankfurter Neue Zeitung (30.10.2004)

Giving Slowly Rebounds.

Donations to the 400 charities in the survey by The Chronicle totaled \$47.1-billion last year, which means the biggest charities raised nearly \$1 out of every \$5 contributed to the nation's more than 850,000 charities last year. Nationwide, charities raised \$240.7-billion last year, according to "Giving USA".

Numerous groups expanded their fund-raising staffs so they could become more aggressive in seeking big gifts of cash or stock, as well as bequests and other planned gifts. Others concentrated on training fund raisers to solicit donors for other less-common gifts, such as real estate, stock in family-owned businesses, or intellectual property. And some organizations stepped up their efforts to seek donations from people they had not previously focused on, such as wealthy women and baby boomers.

The Chronicle of Philanthropy (28.10.2004)

Council Rejects Charity Donation over 'Witchcraft' Fears.

A town council has turned down a £200 donation to its mayor's charity because of fears that the methods used to raise it were linked to witchcraft, it emerged today.

Clairvoyant Julie Angel-Guest, from Malvern, Worcestershire, raised the cash by holding spiritualist evenings at The Castle pub in Droitwich Spa.

PA News via The Scotsman Online (28.10.2004)

Hongkong: Lotteries Fund gives \$75m to charity.
news.gov.hk (28.10.2004)

Outsourcing: Part 1.

In 2000, after more than 15 years administering its own planned-giving program and managing the investment of its planned gifts, Rollins College in Winter Park, Fla., concluded it was putting its relationship with donors at risk by handling those tasks in-house.
Philanthropy Journal (28.10.2004)

Un-Bericht: Mehr Hunger- als Kriegstote.
Weltweit leiden - laut UN-Angaben - mehr als 842 Millionen Menschen Hunger.
Die Presse (28.10.2004)

Volunteering.

Charity comes in many shapes and sizes.

Instead of courting only wealthy individuals and donor institutions, charities should embrace the idea that anyone can be a philanthropist, and that philanthropy involves time and know-how, not just money.
Philanthropy Journal (27.10.2004)

Threat to nonprofits seen.

In its paper, OMB Watch in Washington D.C. says the federal government has unfairly targeted nonprofits that oppose Bush administration policies or that back causes unpopular with Bush and his allies.

Philanthropy Journal (27.10.2004)

Zimbabwe: Church, Zanu PF On Collision Course Over NGO Bill.

The Catholic magazine, Mukai/Vukani, published by the Jesuits in Zimbabwe feels that the church and the ruling Zanu PF of President Robert Mugabe is on a collision course over the Non-Governmental Organisation Bill which has already been tabled before Parliament and might be enacted soon.

AllAfrica.com (27.10.2004)

Area United Way groups reach 40% of goal.

Kansas City-area United Way organizations have raised about 40 percent of this year's \$38.4 million fund-raising goal. The organizations have raised \$15,346,900, the United Way said in a written release Wednesday. This year's fund-raiser runs until Nov. 18.
bizjournals.com (27.10.2004)

Nonprofits Report Ramp-Up in Corporate Support and Predict 17 Percent Increase for Coming Year.

PRWeek along with PainePR announces the results of their Survey on Maximizing Cause-Related Relationships. Created to shed light on the growing number of corporations who are using cause-related programs as an integral part of their business approach, the survey reveals how, according to nonprofits, corporations can maximize

these partnerships to create long-term, and successful campaigns. Additionally, findings reveal a recent upswing in corporate support of nonprofits and a healthy outlook for future corporate giving. CSR Wire (27.10.2004)

BT Charity Gala Event Raises \$100,000 for Project Renewal. BT announced today that it has raised over \$100,000 for Project Renewal, a charity that helps the chronically homeless men and women of New York City. At a charity gala event at Capitale in Manhattan, BT raised the funds primarily through a live and silent auction. CSR Wire (27.10.2004)

Women 'dig deeper' for charity. Women continue to give more to charity than men and the traditional street tin collection is still the most popular way to make a charitable donation, according to the results of a survey published today. Medical research has the widest support, with 24.4% of people questioned saying they donated. Children and young people came second, attracting 21.6% of charitable support. Guardian Unlimited (27.10.2004)

China Red Cross provides aid for 53 countries. The Red Cross Society of China donated about 3 million US dollars and materials worth two million dollars to 53 disaster-affected countries in the last five years, China Radio International reported Wednesday. Xinhua News Agency (27.10.2004)

Africans not falling for Bush's charity. Despite Bush's championing of a \$15-billion (about R95-billion) anti-Aids programme and efforts to drop trade barriers, sub-Saharan Africa appears to want to see his Democratic challenger, Senator John Kerry, in the White House for the next four years. Though many Africans are preoccupied with crushing poverty, disease or conflict, the continent - like the world - is keenly interested in the outcome of the November 2 contest. Independent Online (27.10.2004)

US-Wahlkampf Bilanz: Der teuerste Wahlkampf. Ein Wahlkampf der Rekorde geht zu Ende: Diese Schlacht ums Weiße Haus war die teuerste, bitterste und leidenschaftlichste seit Generationen. Gebracht hat's wenig: Die Kandidaten liegen genau so Kopf an Kopf wie vor sechs Monaten, der Ausgang der Wahl bleibt unvorhersehbar. Der Spiegel (27.10.2004)

Charity Donations Rise in 2003. Contributions to the nation's biggest charities rose slightly last year after falling in 2002, the first decline in a decade, according to the annual survey by The Chronicle of Philanthropy. Donations to the 400 largest nonprofit organization increased by 2.3 percent in 2003,

to more than \$47 billion. In the previous year, donations fell 1.2 percent, in part because of troubled economic times. Reclaiming the No. 1 spot on the Chronicle's list was the Salvation Army, with \$1.3 billion in donations. It was followed by the American Cancer Society, which raised \$794 million, and Gifts In Kind International with \$787 million in contributions. New York Times (24.10.2004)

Geldvermögen: Österreicher werden immer reicher. Allein im ersten Halbjahr 2004 wanderten 9,5 Mrd. Euro auf die hohe Kante. Die Presse (23.10.2004)

Bündelung von Know-how für Innovationen. Die Eidgenössischen Technischen Hochschulen (ETH) sollen zu den zehn weltbesten Universitäten aufrücken. Mehrere Kompetenzzentren sollen die Zusammenarbeit zwischen Institutionen inner- und außerhalb des Bereichs verbessern. Ferner wünscht sich der ETH-Rat eine eigene Kapitalbasis und die Möglichkeit, die Studierenden auszuwählen. NZZ Online (19.10.2004)

Institute of fund raising joins forces with CharityJob. Today, the Institute of Fundraising joins forces with CharityJOB, one of the UK's busiest charity recruitment websites, to deliver a unique fundraising recruitment service to the voluntary sector. CharityJOB will power a new jobs area on the Institute's website. This partnership enables charities to advertise fundraising vacancies, of all levels, on both the Institute and CharityJOB websites, with details emailed to subscribers on the databases of both organisations, for a set fee of £95. Online Recruitment (18.10.2004)

Über 1,4 Millionen Spenden für Anna Amalia Bibliothek. Die Spendenbereitschaft für den Wiederaufbau der durch einen Brand zerstörten Anna Amalia Bibliothek in Jena ist nach Angaben der Stiftung Weimarer Klassik und Kunstsammlungen überwältigend. Rund sechs Wochen nach der Katastrophe sind rund 1,4 Millionen Euro allein an Einzelspenden eingegangen. Yahoo Nachrichten (15.10.2004)

College beefs up workforce for new fundraising campaign. Dartmouth College's previous campaign, The Will to Excel, concluded in 1996 with a fundraising achievement of \$568 million. Therefore, in order to meet the current goal of a \$1.3 billion initiative to improve student life the Development Office has dramatically augmented its budget, and taken on a more extensive staff with hopes that added members can amplify its fundraising power. The Dartmouth (15.10.2004)

Universitätsklinikum Heidelberg bedankt sich bei Dietmar Hopp. Die Dietmar-Hopp-Stiftung, Walldorf, hat das Klinikum seit 1997 mit mehr als 10 Millionen Euro, u.a. für die Anschaffung mehrerer hochmoderner Geräte und die Forschungsförderung, unterstützt. Mit einer Spende konnte in diesem Jahr ein hochmoderner Magnetresonanztomograph (MRT) erworben werden, der mit hoher Feldstärke (3 Tesla) in kurzer Zeit für scharfe Bilder sorgt. Weiterhin unterstützt die Hopp-Stiftung schon seit Jahren das Heidelberger "Neugeborenen-Screening", mit dessen Hilfe schwere angeborene Stoffwechselerkrankungen frühzeitig erkannt und behandelt werden können.
idw (15.10.2004)

Dramatischer Rückgang bei Spenden für Jenaer Tafelhaus. Ein Hilferuf kommt vom Jenaer Tafelhaus e.V.: Dort sind in den letzten Wochen Spenden ausgeblieben und die Vorräte an Lebensmitteln drastisch zusammengeschrumpft. Die Folge ist, dass längst nicht mehr für alle Bedürftigen Tafel-Pässe ausgestellt werden, die zum Empfang von Nahrung berechtigen.
Osthüringer Zeitung (15.10.2004)

Pentagon Memorial Fund far from reaching goal. Although the third anniversary of the Sept. 11, 2001 attack has been observed, the Pentagon Memorial Fund is still millions short of the \$17.5 million needed to build a memorial honoring those killed on that day.
Patuxent River Tester (15.10.2004)

2003 corporate charity donations up 25 %.
The study findings were based on donations by 134 companies that participated in both the 2002 and 2003 studies. Average U.S. giving among these matched cases increased by 24 percent from \$23.35 million in 2002 to \$28.97 million in 2003, compared to a 4.2 percent increase in giving for all U.S. companies from 2002 to 2003.
Big News Network (15.10.2004)

Gutenberg-Gymnasium sammelt Spenden im Rennen gegen die Zeit. Schon am Eingang hängen Transparente. "Eine Stunde für dich, ein Leben für Alina", steht darauf. Das Gutenberg-Gymnasium hat zum einstündigen Solidaritätslauf mit der 11-Jährigen aufgerufen, die eine Stammzellen-Transplantation benötigt.
Allgemeine Zeitung Mainz (14.10.2004)

Spital-Spenden sind aufgebraucht. Der Kampf um den Erhalt des Spitals Flawil ist erfolgreich geschlagen. Mitgeholfen haben zahlreiche Spender. Das Geld floss vollumfänglich in die Kampagne - hätte alleine für diese aber nicht ausgereicht.
St. Galler Tagblatt (14.10.2004)

As was and Adam Hersh Auctions Assist with New York Public Library Fundraising Auctions on Ebay.

The New York Public Library's "Make Noise For the Library" campaign currently has fifteen auctions running on eBay. The Grand Prize and most exciting auction is a dinner for twelve cooked in your home by famous chefs Mario Batali of Babbo, Nobu Matsuhisa of Nobu, and Eric Ripert of Le Bernardin. Each chef will cook a different course for the meal. Other auctions include a private NYC restaurant tour and dinner led by Tim Zagat of Zagat Survey, the world's leading provider of survey-based ratings and reviews of restaurants and other aspects of travel and leisure. One-hundred percent of all winning bids are going to the Library.
Emediawire (14.10.2004)

Church Holds Charity Campaign For Prisoners.
Russian Information Agency Novosti (14.10.2004)

Entrepreneurs establish fund for charity.
Businesspeople throughout the country have launched a movement to build a Vietnamese entrepreneurs' fund with the aim of supporting social and charitable activities. This is part of activities to mark Vietnamese Entrepreneurs' Day on October 13, which has recently been inaugurated by the Prime Minister.
VOVNews (14.10.2004)

Geehrte Autoren spenden Preisgeld.
Christoph Ransmayr und Peter Huemer, kürzlich mit Auszeichnungen des Bundes bedacht, wollen ihre damit verbundenen Preisgelder spenden.
Wiener Zeitung (14.10.2004)

Drei große Auszeichnungen für WWF Österreich.
Der WWF Österreich konnte bei den österreichischen Fundraising Awards 2004 gleich in drei Kategorien den Hauptpreis gewinnen. In der Kategorie „Kooperationen/Sponsoring“ ging der WWF mit seiner „WWF Zukunftsvorsorge“ - eine Kooperation mit der Union Versicherung und Christian Undasch, als Sieger hervor. Die WWF Zukunftsvorsorge wurde daneben auch auf den zweiten Gesamtplatz aller Spendenkampagnen gewählt und erhielt somit die begehrte Fundraising Award Trophäe. In der Kategorie Integrierte Kampagne gewann der WWF mit Disney's „Bärenbrüder“, einer Marketingkooperation zum gleichnamigen Zeichentrickfilm mit den Firmen Buena Vista, Anker Brot und der Agentur New Concepts.
Österreich Journal (13.10.2004)

Munger helps University to near-record fundraising year.
Stanford raised a total of \$524 million in contributions during the 2003-2004 fiscal year, the second most successful year in Stanford's fundraising history. Last year's success was due in large part to Charles Munger's \$43.5 million donation toward graduate student housing — the largest housing donation anyone has given to

Stanford.
Stanford Daily (13.10.2004)

More Charities Than Ever Use Cause Related Marketing to Raise Funds.

UK: Research announced by Business in the Community has discovered that charities are increasingly using Cause Related Marketing to achieve their fundraising targets and 22% of the Corporate Fundraisers questioned thought that Cause Related Marketing was vital to their fundraising strategies. Reaping the Benefits (2004) also found that 80% believe that Cause Related Marketing has increased in importance for raising funds over the last two years.

SocialFunds.com (13.10.2004)

Social enterprise.

As more nonprofits undertake commercial activities to support their social mission, they face big challenges in acquiring the financial and management skills to be effective entrepreneurs, a leading advocate of "social enterprise" says.

Philanthropy Journal (13.10.2004)

Corporate philanthropy valued.

More than nine in 10 Americans believe it is important for companies to provide charitable support to nonprofits, and more than seven in 10 employees prefer to work for philanthropic firms, assuming factors like pay and location are the same, says the survey by Deloitte & Touche USA.

Philanthropy Journal (13.10.2004)

Die Stiftung Kinderzentrum Ruhrgebiet baut in Bochum das erste Sozialpädiatrisches Zentrum für Kinder mit Handicaps im Revier. Im Ruhrgebiet entsteht zum ersten Mal ein Sozialpädiatrisches Zentrum (SPZ) für Kinder mit Handicaps, für behinderte und von Behinderung bedrohte Frühgeborene und Säuglinge. Im Juli feierte der Rohbau neben der Bochumer Kinderklinik zünftig mit Schnaps sein Richtfest, im kommenden März wird das Kinderzentrum nach Münchner Vorbild eröffnet. Fünf Millionen Euro wurden von der Stiftung bereits gesammelt.
taz (14.10.2004)

Hospice plans fundraising drive to let it provide night care for kids. Three years ago, Carlisle's Eden Valley Hospice was forced to close its overnight children's beds because of a shortage of nurses and in recent years, it has battled with a £350,000 annual deficit.

News & Star (12.10.2004)

Volunteering up.

Rate of volunteering rises, with Utah in lead, study says.

In 2003, nearly one in three people age 16 and older volunteered, up

from just over one in four in 2002, says a new survey.
Philanthropy Journal (12.10.2004)

Deluxe 'cause-related' checks raise \$7 million for charities.
Deluxe (NYSE: DLX) prints checks with special designs for causes like breast cancer treatment and research. The company then donates a portion of the proceeds from the sale of these checks directly to the organization featured on the checks.
bizjournals.com (12.10.2004)

Lawyers to sing and dance for charity.
The Hawaii Women's Legal Foundation, a nonprofit organization that seeks to empower women in Hawaii, has been quietly lining up local officials and celebrities to take part in its 14th annual Gala Fundraiser, to be held Saturday at the Sheraton Waikiki.
bizjournals.com (12.10.2004)

China Charity Federation to elect 'ambassadors'.
Peoples Daily Online (12.10.2004)

Philanthropy becomes a career for some volunteers.
MENAFN (12.10.2004)

Online-Spenden für Uni-Bibliothek.
Die Bibliothek der Universität Konstanz sammelt im Internet Spenden für Literatur. Mit einem Online-Zahlungssystem kann der Betrag direkt überwiesen werden.
Südkurier (12.10.2004)

OfficeMax CEO Chris Milliken Announces More Than \$5 Million Raised to Benefit City of Hope.
OfficeMax® division president and CEO, Chris Milliken announced that \$5.43 million has been raised this year to benefit City of Hope, one of the world's leading research and treatment centers for cancer, diabetes, HIV/AIDS and other life threatening diseases. Milliken announced the totals after receiving City of Hope's Spirit of Life® Award for his outstanding business and philanthropic leadership at the National Office Products International Spirit of Life Gala on October 5 at Navy Pier in Chicago.
Yahoo News (12.10.2004)

FMA: Beste Spendenkampagnen ausgezeichnet.
Die Sieger des Fundraising Awards 2004 stehen fest: In insgesamt zehn Kategorien zeichnete der Verband der Fundraising ManagerInnen Austria (FMA) die besten Spendenkampagnen des Jahres aus.
extradienst (12.10.2004)

Conference Explores Younger Donors' Trends.
"Marketing Your Fundraising to Post WWII Donors: Boomers, Busters, Boomlets (Oh my!)" will help fundraisers learn about

younger donors -- where to find them and how to talk to them about donating to their cause.

PR Newswire (11.10.2004)

eBay Consignment Strategy: Helping Non-Profits with Fundraising. Fundraising, including the collection of donated items, is vital for non-profits. What better place to find goods for consigned auctions, whether you are an eBay drop-off store or a Trading Assistant?

Auctionbytes (10.10.2004)

CDU-Mitglieder müssen für Hessens Trickserei büßen.

Parteispendenaffäre: Weit stärker als bisher bekannt belastet die Geldstrafe für die Schwarzgeldaffäre die CDU. Für den noch ausstehenden zweistelligen Millionenbetrag müssen jetzt alle Parteimitglieder einen Solidarzuschlag zahlen.

Der Spiegel (9.10.2004)

Klamme SPD will mehr Spenden sammeln.

Bislang fließen jährlich nur 20 000 Euro an Spenden in die Kasse. Angesichts sinkender Mitgliederzahlen und der daraus folgenden schwierigen Finanzsituation will Hamburgs SPD künftig verstärkt um Spenden werben.

Die Welt (8.10.2004)

Monika Hauser erhält "Fundraising-Preis".

Es waren Bilder, die sie nicht mehr losließen. Bilder von verzweifelte bosnischen Frauen, verfolgt, vergewaltigt, traumatisiert. Hilflose Opfer eines Krieges, in dem Massenvergewaltigungen Kriegstaktik waren, sexuelle Gewalt als Waffe eingesetzt wurde. "Ich wollte nicht wegschauen, die untätige Hilflosigkeit nicht akzeptieren", erinnert sich Dr. Monika Hauser an das Jahr 1992.

"Aufgerüttelt" von den Gräueln gründete sie die Frauenhilfsorganisation "Medica Mondiale".

AZ-Bad Kreuznach (8.10.2004)

Digital maps: Part 3

Nonprofits use computer-mapping to make data make sense. Like the Computer Mapping Assistance Project at the New York Public Interest Research Group, San Francisco-based GreenInfo Network has environmental roots. The organization, which serves nonprofits in fields ranging from public health and social services to the environment and conservation, grew out work at Greenbelt Alliance, a San Francisco nonprofit focusing on regional land use planning and conservation.

Philanthropy Journal (8.10.2004)

Phil Harvey combines adult entertainment with philanthropy.

Mr Harvey sells sexual excitement to the rich, then helps the poor.

Economist (7.10.2004)

Ethnic donors in New York City area give more than overall population, new study shows.

African-American, Asian-American and Latino donors in the New York City metro area give at higher levels than the overall population, a new study says. Donors interviewed gave an average of \$5,000 during the previous year, compared with a national average of \$2,295 for households that both give and volunteer time.

Philanthropy Journal (5.10.2004)

SP Schweiz verwöhnt Spender.

Was bei Sportklubs seit Jahren gang und gäbe ist, macht sich nun auch die SP zu eigen: Ein exklusiver Klub von Sponsoren, welche wesentlich zur Kampagnenfinanzierung beitragen und dafür speziell gehegt und gepflegt werden.

Nachrichten.ch (5.10.2004)

Spenden wird in der Schweiz attraktiver.

Der Ständerat hat die letzte Differenz bei der Revision des Stiftungsrechts ausgeräumt.

Tagesanzeiger (5.10.2004)

Mom nudged Gates toward philanthropy.

Gates acknowledged he'd initially planned to put off any charitable activities until he was in his 60s and retired. But, he added, his mother -- a United Way leader -- kept asking him to get involved sooner. And kept asking. ``Until I got the right answer." The Bill and Melinda Gates Foundation has helped the world with more than \$4 billion in grants since its founding in 2000. He expressed concern that too many other young technologists seem to be following the wait-'til-retirement, philanthropy-after-60 concept. But, he said, he's learned that it's possible to still think about making money while you're thinking about giving it away.

San Jose Mercury News (4.10.2004)

"Eine Wahlkampf-Woche hat neun Tage"

Zehntausend Dollar, mindestens, für einen Cocktail, einen Teller Lasagne und ein Stück Schokokuchen zum Nachtsch. Das ist selbst für die US-Hauptstadt Washington ganz schön happig und die Menschen zahlen nur, weil sie einem Star nahe sein wollen. John F. Kerry heißt ihrer.

Der Spiegel (2.10.2004)

Baby Boomer benefactors will redefine philanthropy.

Over the coming decades 21st century entrepreneurs will invest their wealth in financial markets but, increasingly, will make social investments to improve public health and welfare -- as much as \$6 trillion in the course of the next five decades in new philanthropic giving, according to the Center on Wealth and Philanthropy. As they do so, today's Baby Boomer entrepreneurs are redefining American philanthropy just as they've redefined business. As diverse as these new donors are, they are consistent in one important way: Their

wealth is born of the lightning-fast 21st century business cycle that demands now, more, better, faster.

San Francisco Chronicle (1.10.2004)

Digital maps: Part 2

Nonprofits use computer maps to make their case.

The New York Public Interest Research Group in New York City started using "geographic information systems," or GIS, in the early 1990s to create visual tools to support its community-organizing work on environmental issues.

Philanthropy Journal (1.10.2004)

Fundraising campaign for Jewish museum starts.

Promoters of a \$30-million Jewish history and culture museum project in Montreal say their dream is getting closer now that they've won approval to buy the prime downtown city lot their building will sit on in 2006.

Montreal Gazette (1.10.2004)

The "Don't Ask – Tell!" Approach to Fundraising.

You've probably heard – ad nauseum -- about the importance of mailings that directly generate income. However, what many people aren't spending enough time discussing, are mailings that I'll simply refer to as "informational" (vs. transactional).

OnPhilanthropy.com (1.10.2004)

Patenschaften spenden 300.000 Euro.

Die Kampagne "Mein Museum für Naturkunde" geht heute mit einem Patenschaftstag zu Ende. Mehr als 1850 Museumsfans haben Patenschaften übernommen und knapp 300 000 Euro gespendet. Mit dem kommissarischen Museumsdirektor Michael Linscheid sprach Reporter Markus Falkner.

Berliner Morgenpost (1.10.2004)

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