

Annex Q

Examples of fund raising strategies that have been adapted and implemented by Venture's clients in the Philippines (*taken from the talk given by Mayan G. Quebral of Venture for Fund Raising.*)

Special Event. The Philippine Legislators' Committee on Population and Development [PLCPD] was established in September 1989 by a group of forward-looking legislators as a non-stock, nonprofit, membership-type organization of legislators from the Senate and House of Representatives. It sponsored the activity "A Voice for A Better Life Music festival, A Tribute to Young Heroes and Champions of the Youth" last October 23, 2009 at the SM Mall of Asia. The activity aimed to address the pressing need to respond to the policy gaps that hinder the achievement of the MDGs in the country and advocated that the public, particularly the young population, should claim their rights to development and reproductive health. It invited corporations to co-sponsor the event and was able to get the commitments of GSM Blue, Smart Communications, BIDABOSS, Heritage Hotel, Saver's Digital Hub, The Manila Times, Business World, MTV Philippines, TV5, SM-MOA, and 5 major radio stations.

Direct Mail. Venture assisted the Legal Rights and Natural Resources Center (LRC) in its fund raising through direct mail. Direct mail has the following elements: envelope, letter, reply form, brochure. Particulars of LRC's direct mail experience are as follows:

- Pledge amounts were PhP200.00, PhP500.00, PhP1,000.00, PhP3,000.00 and PhP5,000.00 (with an option for other amounts preferred by the donor)
- Uses for the donations mentioned in the letter included conducting legal researchers and critiques, conducting community consultations, providing legal assistance, etc.
- Benefits for certain donation levels were also mentioned, such as free subscriptions and publications
- Payment options included cheques, postal money orders and credit cards
- Information requested from the donor included occupation, birthday, residence and office telephone numbers and email addresses
- Reply mechanisms included the postage free reply form and fax
- Results: a total of 10,000 letters were mailed in 1999; 37 responses were generated; a total of PhP26,603.00



was raised with an average donation of PhP719.00 per donor; the organization spent PhP249,292.00 all in all for the campaign; despite the “loss” however, the organization still decided to pursue direct mail as a fund raising strategy; in 2001, it had two roll-outs in December 1999 and in April 2000 where they raised a total of PhP100,000.00 from 110 donors

Internet Fund Raising. Transparency International asked Venture to assist the organization in setting up an internet-based fund raising. Details are as follows:

- A “Support Us” link was made available on their homepage at www.transparency.org
- **“Thank you for your interest in supporting Transparency International.** The support we receive from enlightened individuals is extremely valuable to us, as it enables us to work without restraint toward our mission – a world free of corruption.”
- Giving options are:
 - Using credit card: Visa, Mastercard
 - Making a bank transfer
 - Sending a cheque
 - Make a Donation button will directed to PayPal

Corporate Partnerships. The Mind Museum in Taguig City is one of its kind in the Philippines, top-of-the-line museum. The cost of its construction was in the millions of pesos and this was made possible through contributions from different corporations . When the organizers made an appeal, many responded, most of them belonging to the Top 500 Corporations, among them, Ajinomoto, Ayala Foundation, AyalaLand, BPI, Del Monte Pacific Unlimited, Fort Bonifacio Development Corporation, Globe Telecom, Happee, Integrated



Microelectronics Inc. (IMI), J.P. Morgan and Chase, Manila Water, NutriAsia, Shell Pilipinas, Sony Philippines, St. Luke's Medical Center, Swift Foods, Tan Yan Kee Foundation, Inc., The Family of Mariano K. Tan and Timezone Philippines.

Membership. NetHope's mission is to be a catalyst for collaboration among international humanitarian organizations, with an ICT capability. By working together to solve problems and share knowledge, it helps ensure that members have access to the best information and communication technology and practices when serving people in the developing world. It does this by working across the membership base as a highly collaborative team, solving common technology problems, fostering strong relationships with private industry, and educating its members and the wider community of humanitarian organizations worldwide through connectivity, field capacity building, emergency response, shared services and innovation.

Major Gift. One example of a major gift giver is philanthropist Washington Sycip. Mr. Washington Sycip introduced himself as a product of the public school system. He talked about his father who ingrained in him the values of simplicity, discipline and love for the country. He quoted his father saying, "if you are living in the Philippines you must get to know people." With his public schooling, he was able to compete with graduates from private schools and graduated on top of his class in college. Mr. Sycip expressed alarm about the deteriorating public school system in the country. He strongly believes that education is a key that will bring people out of poverty and encouraged programs that will improve the quality of basic education. Aside from basic education, Mr. Sycip identified two other areas that need to be immediately addressed: making credit accessible to more people through microfinance and population management. He donated PHP 2,000,000 as gift in 2005 to Synergeia, an NGO dedicated to educational reform; he has also donated to the Asian Institute of Management [AIM] and to the Philippine Science High School.

Capital Campaign. AIM Aceed Conference Center.

1. One of the fund raising initiatives of the Asian Institute of Management–Scientific Research Foundation (AIM–SRF)
2. Total amount needed to be raised: PHP 250,000,000



3. AIM–SRF invested in building relationships with its alumni, students, and bilateral agencies, taking into account the cultural nuances and protocol
4. Quality over quantity of gifts

Other strategies are earned income from rental fees as is being done by ISIS International in Manila. It has facilities for rent such as deluxe rooms, dormitory, recording studio and conference room. The Foundation for a Sustainable Society, Inc. [FSSI] gets its funds from earned income from its endowment fund. It received an endowment fund through the Bilateral Agreement on the Reduction of the External Debt between the Philippine and Swiss Governments in 1995. Interests from its endowment fund are used for their financial products and services. Another is through grants. One grant giver is The Asia Foundation. It gives funds to organizations doing work on gender and 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, and philanthropy and NGO development.

