



European Federation of Allergy and Airways
Diseases Patients' Associations

EFA webinar Fundraising Part II

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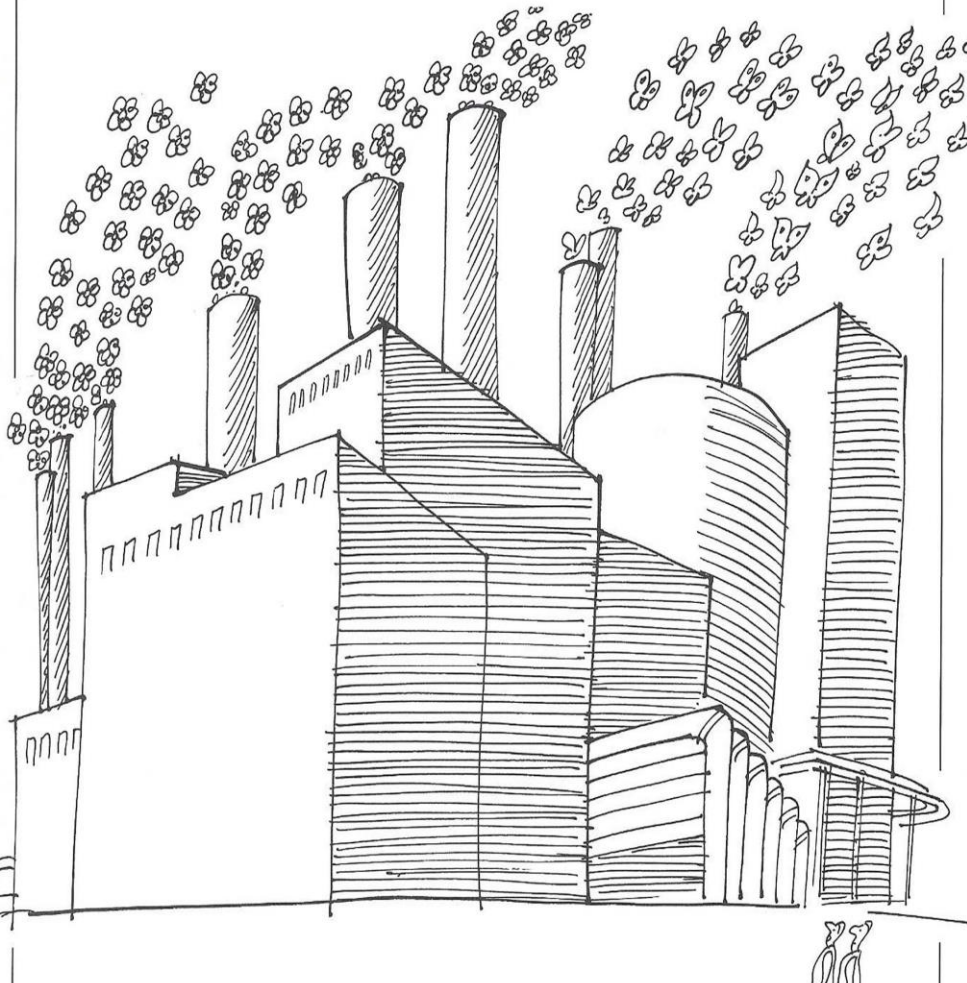
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Fundraising II

- Summary Part I
- Industry expectations when supporting/ partnering with a Patient Organisation
- Project example “RESPIRIAMO” by Federasma
- Project plan content
- Grant request
- Project contract content
- Project running
- How to include industry in the realization of a project

Summary Part I

Goodwill



- Definition „Fundraising“
- Sources and Types of fundraising
- Analysis of potential funding partners
- General conditions for fundraising
- Corporate vs Project Fundraising

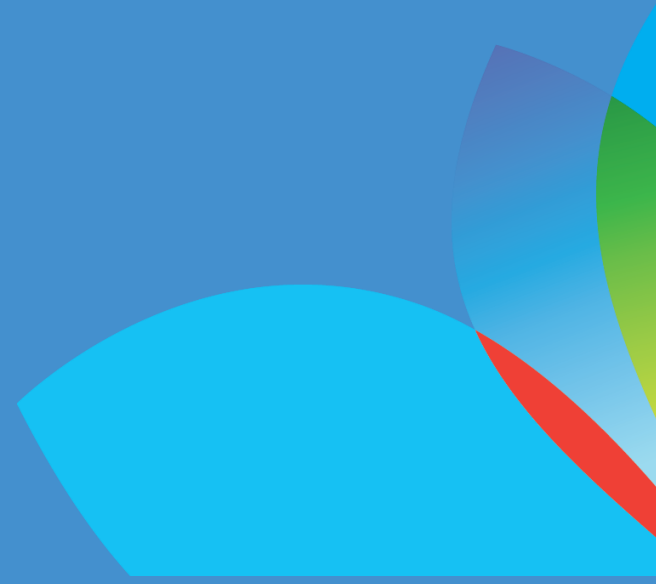
Industry expectations when supporting Patient Organisations (PO)

- **Benefits**

- Involvement in priorities of PO aims
- Transparent financial arrangements and acknowledgement as supporter
- Mutually beneficial relations between stakeholder and the PO, e.g. Priority placement and discounted registration for PO events, free copies of PO publications
- Own integrity and independence
- Priority notice about the PO plans
- Regular communication about supporting projects
- Representation both ways: at the PO meetings AND patient(s) at the industry meetings whenever wished
- Support needs to be demonstrable with tangible outcomes

For details check http://www.efanet.org/images/documents/EFA_Sustainable_Corporate_Partnership_Framework_2016.pdf

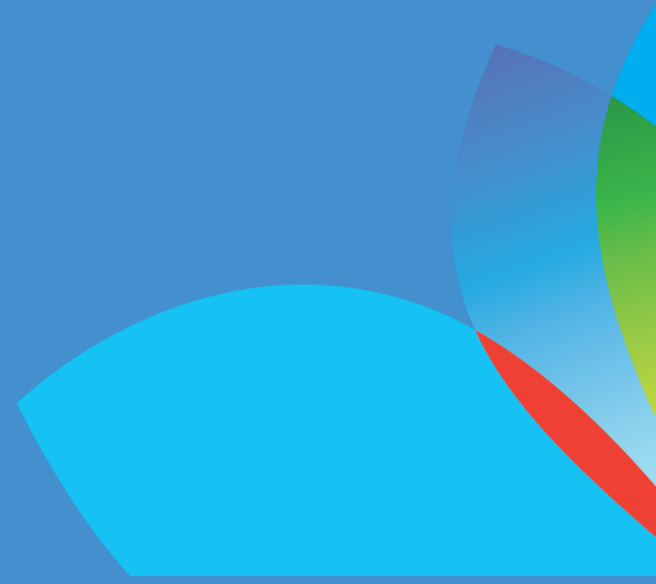
Questions?



Best Practice example

– Project example “RESPIRIAMO” by Federasma

Questions?



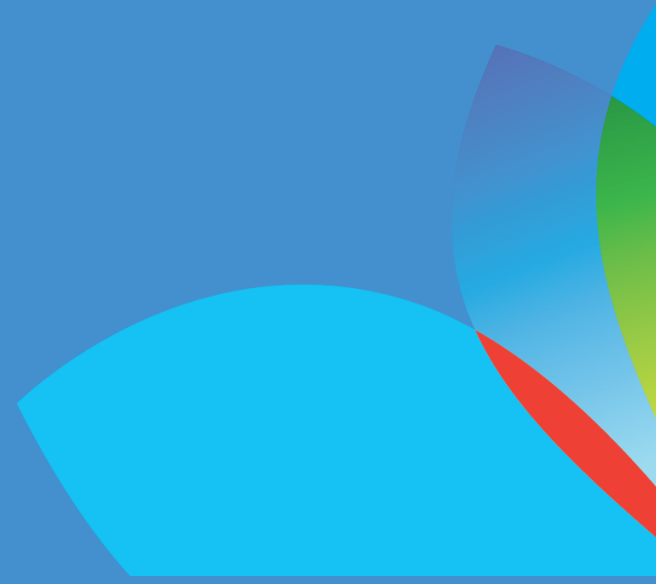
Project Plan Content

- Title
- Global Objective
- Specific Objective(s)
- Target Audience
- Project Details
 - Background
 - Activities and Timelines in quarters
 - Deliverables
 - Milestones
 - Budget
- Partners

Grant request

- Is a tool to help your contact person at the industry to ask the internal decision makers, if the discussed amount and use of the grant will be okay. **Pre-contract-phase**
- **Content:**
 - Short **introduction** of your PO: since when active, your vision, mission and aims as well as the details for your contact person and who will sign the contract
 - **For what** and **how much** you want for your PO
 - **Details** on how to **use** the **budget** (often no staff costs allowed)
 - **Bank details** and **address** of your office, webpage, social media.

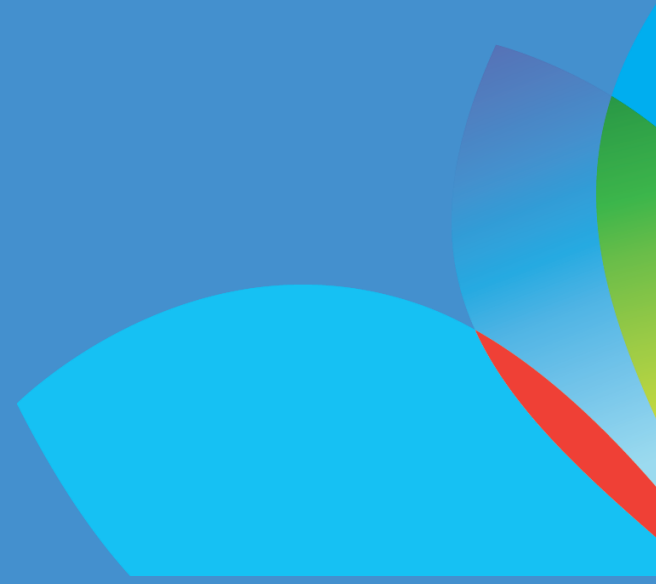
Questions?



Project Contract Content

- Name: **Contract** or **agreement**
- **Correct** company **name** and **address** (doublecheck)
- PO name, address, contact person name names of representers of the PO (who signs)
- Swed names of both
- What exact is the **aim** of the financial support (example: ...supporting patients suffering from Allergies, Asthma and COPD in country)
- **Time frame** and **validity**
- Payment **amount** when and to which **recipient/account**
- What **grants** the payment (Status): How and where
- Agreement **type**
 - General or project
 - Where governed and construed: **Condition in the case of dispute**
 - **Anti-bribery** – and anti-corruption law, effective ethic codes

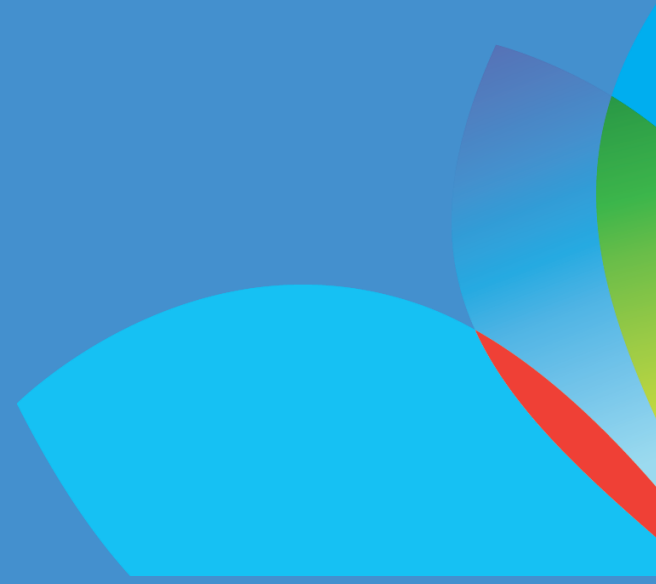
Questions?



Project Running

- 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 / time frames** 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?



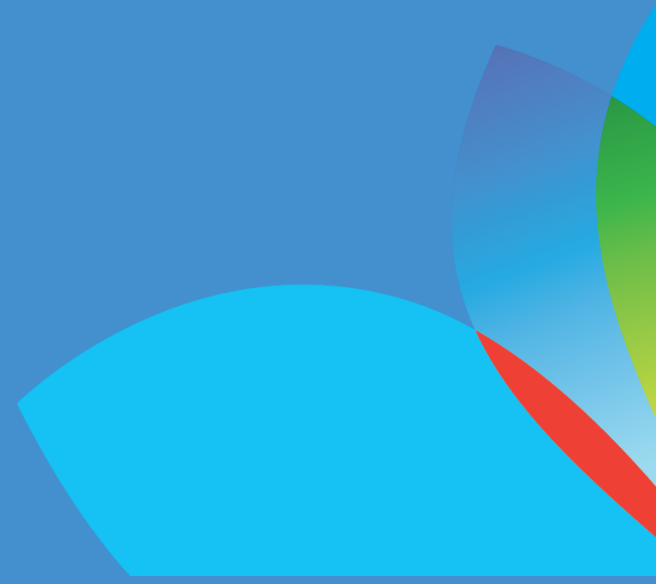
How to include industry in the realization of a project

- Before presenting a project plan ensure you will meet the current specific interest of industry (if severe asthma is the most important topic just now, do not come with a project for a survey for mild to moderate asthma).
- Industry has experience:
 - In running surveys, writing reports and articles, organizing events and exhibitions: just ensure your content and interest is taken and not the one of the industry!
 - Industry even can help to find a second partner sometimes!



Win-Win Situations

Questions?





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Thank you for your attention!

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