



FUNDRAISING VOICE



ICA/IIQA Newsletter of Fundraising for NGOs in Nepal

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Fundraising for NGOs in Nepal works in fundraising capacity building of the local NGOs of Nepal. It is a membership-based web portal designed exclusively for NGOs, not-for-profits, community service providers, social enterprises, volunteers, and fundraisers seeking funds, grants, skills in fundraising. It is jointly initiated by the Institute of Cultural Affairs (ICA) Nepal and the Institute of Innovation and Quality Assurance (IIQA). Get more details at www.fundraisingforngos.com. The newsletter provides a glimpse of what we offer to our members, resources, and knowledge of fundraising practices.

**"WE MAKE A LIVING BY WHAT WE GET, BUT WE
MAKE A LIFE BY WHAT WE GIVE"**

-Winston Churchill



What is Corporate Social Responsibility?

The term Corporate Social Responsibility (CSR) refers to the practices and policies adopted by companies that seek to have a positive impact on the world. The key concept behind corporate social responsibility is to enable companies to pursue other prosocial goals while pursuing profit maximization. It is a self-regulatory business model that helps companies assume social responsibility towards themselves, stakeholders, and the public. By practicing corporate social responsibility, also known as corporate citizenship, companies can be aware of their impact on all aspects of society (including economic, social, and environmental).

CSR is a process by which non-profit organizations (NGOs) can obtain financial and other support from the business sector. The funds provided by CSR are used for social development issues and have a positive impact on the living standards of the economically poor and disadvantaged groups in the society, enabling them to lead productive and dignified life. CSR is related to the company's efforts to protect the environment and promote positive changes in society and the environment.

TYPES OF CORPORATE SOCIAL RESPONSIBILITY

- 1. Environmental Responsibility-** Environmental Responsibility refers to the belief that an organization should be as environmentally friendly as possible. It is one of the most common forms of corporate social responsibility. Companies seeking to take environmental responsibility can do so in several ways such as reduce pollution, greenhouse gas emissions, and water consumption and increase commitment to renewable energies. This involves re-evaluating the company's production processes to identify wasteful practices and remove them from the company's business plan.
- 2. Ethical Responsibility-** Ethical Responsibility is about ensuring that the organization operates fairly and ethically. Organizations with ethical responsibility aim to treat all stakeholders fairly, including leaders, investors, employees, suppliers, and customers. Ethical CSR considers all levels of the supply chain, including employees who may not work directly in the business. It is not only good for your company's image but also helps to build a positive company culture with high morale and high productivity.
- 3. Philanthropic Responsibility-** Philanthropic Responsibility refers to a company's goal of actively improving the world and society. This type of corporate social responsibility is usually related to donations to charities, and many companies support specific charities related to their business in some way. Supporting these causes also turn out to be good marketing, because the community is invited to join the business, has a good experience, and views the company in a positive light. It also demonstrates the company's commitment to society, demonstrating that the company values community beyond merely providing labor or a source of income.
- 4. Economic Responsibility-** Economic Responsibility is a corporate practice that supports all financial decisions in the endeavor to do well in the above areas. The ultimate goal is not simply to maximize profits but to have a positive impact on the environment, people, and society. A company can demonstrate its economic and social responsibility by disclosing its business and financial situation to all interested parties. It is socially responsible for the development of the company and the achievement of its revenue objectives.

BENEFITS OF CORPORATE SOCIAL RESPONSIBILITY

- **Builds public trust-** By helping the company, whether by donating money or volunteering, it wins the trust of consumers and builds a good reputation for the company.
- **Sustainability-** CSR helps companies become more sustainable, which is one of the most important long-term benefits of a company.
- **Identify areas for improvement-** CSR efforts often lead companies to review and evaluate their current processes, and many of them lead to finding ways to improve business operations.
- **Costs savings-** By reducing resource use, waste and emissions help to protect the environment and save money.
- **Enhance positive relations-** While the company builds public trust, it also creates a sense of community among its consumers, creating a healthier company, and consumer relationship.
- **Attracts talent and investors-** Companies that are committed to improving their communities through CSR programs are far more likely to attract worthy, dedicated employees.
- **Encourage professional and personal growth-** When a company has a CSR culture, it can easily promote employee volunteerism and encourage them to donate to nonprofits dedicated to improving local and global communities.

KEY STEPS TO BUILD A SUSTAINABLE CORPORATE SOCIAL RESPONSIBILITY PROGRAM

- **Build your strategy around your company's core competencies-** If a business develops strengths, research, and knowledge in a particular area, supporting a cause that matches that expertise is beneficial to community partners and businesses with new revenue streams and customer visibility.
- **Recognize issues that matter to your customers-** According to Cone Communications CSR research, 87% of consumers will purchase products based on companies that support social or environmental issues that consumers care about.
- **Develop CSR initiatives that make your employees proud-** 76% of millennials will consider the company's social and environmental commitments when deciding where to work. If potential employers do not have strong corporate social responsibility practices, 64% will not accept a job.
- **Measure the ROI of your CSR efforts for the C-suite and your investors-** Evaluating a CSR plan can be overwhelming, especially when the plan spans many different departments, such as human resources, marketing, sustainability, and compliance.
- **Expand your company's definition of CSR-** Traditionally, good corporate citizenship has been defined by annual reward programs, fundraising marketing campaigns, and efforts to reduce environmental resources. And while these efforts are valuable, consumers, as well as businesses, have become more innovative in how they define a responsible business.
- **Be prepared for rapid response to current events and social movements-** To be sustainable, your CSR work must be flexible. This can include modifying budgets, reallocating time investment, and quickly identifying trusted nonprofit partners to start new projects or adjust existing projects.

source: GlobalGiving

SOME OF THE FUNDRAISING TERMS

1. **Advancement-** Advancement is a discipline within education similar to development and fundraising.
2. **Asset-** A non-cash contribution that has a monetary worth such as real estate, stocks, or an annuity.
3. **Advance Gifts-** Gifts given or pledged in advance of a public announcement of a campaign.
4. **CFRE-** CFRE stands for Certified Fund Raising Executive which is an internationally recognized certification for fundraising professionals.
5. **Crowdfunding-** Raising huge funds and modest gifts from a large number of individuals, usually online, to support a project or endeavor.
6. **Endowment-** A foundation or organization that establishes an investment fund and makes regular withdrawals from the deposited capital.
7. **Drop date-** The deadline for delivering direct mail letters to a post office for mailing.
8. **Solicitor-** An individual other than the donor responsible for obtaining a specific pledge or gift.
9. **LAI principle-** The fundraising axiom of qualifying prospects based on Linkages, Ability, and Interest.
10. **#GivingTuesday-** It is an online giving day that kicks off the charitable season.
11. **LYBUNT-** LYBUNT is a term used to refer to donors who contributed Last Year But Unfortunately Not This, which is also called lapsed donors.
12. **Soft Credit-** A credit for a donation that contact or donor did not actually make, but may have somehow influenced.
13. **Restricted Gifts-** A gift for a specified purpose clearly stated by the donor
14. **Unrestricted Gift-** A gift made by a donor with no limitations on how the gift is to be used.
15. **Memorial-** A gift or pledge made in memory of someone.
16. **In-Kind Gifts-** The donations of tangible goods to a charitable organization.
17. **Appeal-** A short-term activity with a specific objective that is a specific instance of a request, such as a mailing or telemarketing event.
18. **Seed Money-** A substantial gift, generally by a foundation or an affluent individual, to launch a program or project.

SOME OF THE EMAIL FUNDRAISING STATISTICS

- Email-based marketing and promotional campaigns generated 28% of all online nonprofit revenue in 2017.
- Nonprofits send an average of 3 email newsletters and 2 donation appeals monthly.
- For every 1,000 fundraising emails sent to subscribers, nonprofits raised an average of \$42, with small organizations (fewer than 100,000 subscribers) receiving the most donation revenue per email. However, large nonprofits have seen an increase in revenue per message since 2016.
- Fundraising email response rates have seen a 9% decline, and click-through rates fell to .42% in 2017.
- Cultural missions have seen a decline in donation revenue from email marketing, while international-focused organizations have seen the largest increase. The graph below illustrates the trends for other categories of nonprofits.

Source: double the donation

WHO ARE OUR MEMBERS?

Fundraising for NGOs in Nepal currently has 40 Premium Members and 13 exclusive members. We are excited to introduce some in this edition.

MANMOHAN MEMORIAL COMMUNITY HOSPITAL (MMCH)

Manmohan Memorial Community Hospital (MMCH) is a community-based hospital in the Southern Region of Kathmandu District. MMCH is a self-governing community-based organization developing gradually as a model with the great support of grassroots people, concerning local/central government agencies, I/NGOs, and individual well-wishers. MMCH is an Exclusive Member of Fundraising for NGOs in Nepal, which serves 3 districts mainly named Kathmandu, Lalitpur, and Makwanpur. MMCH with years of experience has designed many progressive Health packages to suit individuals, families, professionals, businessmen, students, children, and senior citizens. MMCH also undertakes outreach free check-up medical camps to underprivileged people as per their need and demand to eradicate health issues and encourage sound health and development. MMCH is accessible to all patients, despite social status or income levels through its affordable medical services, outreach clinics, weekly specialists' camps, and charities helping patients of this region.



WOMEN EMPOWERMENT MISSION (WEM)

Women Empowerment Mission (WEM) is a provincial-level organization based in Province no. 2 of Nepal which is an autonomous, non-profit making, non-racial and non-political, Non-Government Organization established by the grassroots people (women). WEM is an exclusive member of Fundraising for NGOs in Nepal that aims to support making rural women the center point of development by developing awareness of women and empowering them. WEM's mission is to organize women, children, youths, and other marginalized communities and groups against all types of social inequalities and injustice like Gender/ Caste-based inequalities, Gender-based violence, child marriage, untouchability, etc. and help them to improve their health and economical status along with their awareness level. It also plans to run multidisciplinary programs related to health and education with a strong focus on women and children.



SOME OF THE TREND OF GLOBAL FUNDRAISING PRIORITIES 2021

- Due to the pandemic, virtual participation in fundraising events has mandated a full transition for the first time in history which is widely used.
- Changing the way of ask as to engage the next generation of donors, you need to change how you ask for funds which could be more effective.
- The donor-advised funds are growing more and more which allows tax benefit as soon as they contribute to the account.
- As the COVID-19 pandemic continues to accelerate the move to online giving, organizations are quickly realizing the benefits of growing an online recurring giving program.
- Social media is becoming increasingly important to draw attention to social movements and community causes.
- Diversity, equity, and inclusion are becoming more central in philanthropy.
- Fundraising has experienced greater commitment and participation.
- Finding a new source of revenue has been a top priority in fundraising planning.
- Artificial Intelligence has been widely used such as automating data cleansing and generating summaries about supporters.
- Another trend in the nonprofit world is the growth in corporate giving which includes volunteer grants matching gifts programs, corporate sponsorship.

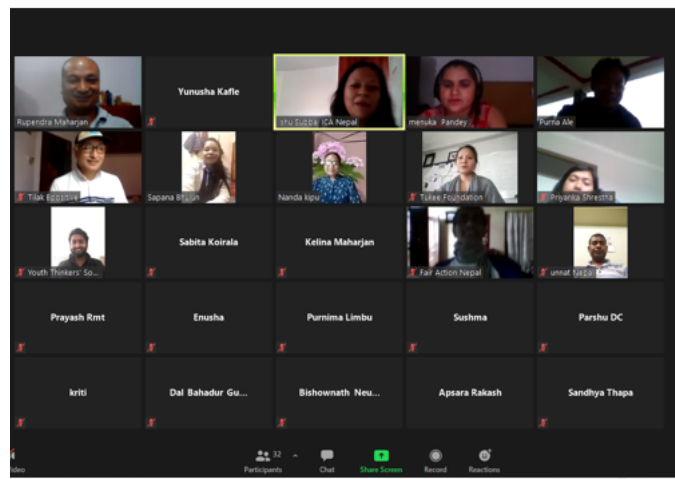
SOME INTERESTING FUNDRAISING FACTS

- 72% of all charitable contributions are made by individuals, followed by foundations at 15%, bequests at 8%, and corporations at 5%.
- Gen X donates more frequently than other generations.
- 17% of crowdfunding donations are made on mobile devices.
- Nearly 1/3 of all online donations are now a result of peer-to-peer fundraising.
- Text donors are most likely to be 49 to 59 years old, female, married, and a college graduate.
- Volunteers give twice as often to charity as non-volunteers.
- Total giving to charitable organizations increased to \$390.05 billion in 2016.
- 64% of all donations are made by women.
- 12% of all giving happens in the last three days of the year, and 35% of all giving happens in the last three months of the year.
- Historically, charitable giving rises about one-third as fast as the stock market.
- Givers are more happy and healthy than non-givers.
- December remains the largest giving month of the year followed by June.
- Matures and Baby Boomers donate most often to places of worship while Gen X and Millennials donate most often to children and youth development.
- 75% of Americans think they donate more than average but in the reality, 72% contribute at a rate below the national average.

Fundraising is a gentle art of teaching the joy of giving.

Hank Rosso, The Fund Raising School

Fundraising for NGOs Activities in Brief



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