

## JOIN US IN 2012

If you have a national awards programme, enter in 2012. If you don't have a national awards programme, we can help you set one up. For details of association and/or awards guidelines email [globalawards@resource-alliance.org](mailto:globalawards@resource-alliance.org) or call +44 (0)20 7065 0810.



Sponsored by RAPP  
RAPP | James Griffiths  
Client Services Director  
T +44(0)208 735 8278  
[james.griffiths@uk.rapp.com](mailto:james.griffiths@uk.rapp.com)



THE RESOURCE ALLIANCE  
**GLOBAL AWARDS**  
FOR FUNDRAISING  
**2011**  
CELEBRATING EXCELLENCE

## Purpose and Overview of the Awards

The Global Awards for Fundraising is the first international awards programme endorsed and supported by national fundraising associations from around the globe, who nominate the winners of national awards to compete against one another to be recognised with a Global Award.

Now in its second year, the Global Awards recognise and celebrate outstanding achievement in fundraising whilst setting aspirational standards and sharing best practice on a global scale.

This year, entries were received from 11 countries around the world: UK, Ireland, Germany, Spain, Finland, Uganda, Brazil, Thailand, India, Japan and Australia.

## Awards Night Programme

<b>20.00</b>	Drinks available on arrival
<b>20.15</b>	Welcome speeches
<b>20.35</b>	Awards ceremony (all categories)
<b>21.00</b>	Main course served
<b>21.45</b>	Entertainment
<b>22.00</b>	Dessert served

## For Organisations

### Big idea, small budget

- Entries from small and medium organisations (under £2M annual budget)
- Organisations which have in the past 12-24 months been able to introduce a new idea or stream of revenue and were able to successfully implement it on a shoestring budget
- Have innovatively used different types of resources (other than financial) in its implementation
- The campaign should be sustainable with ongoing income generation

### Innovative fundraising campaign

- Have implemented an innovative campaign in a difficult environment within the last 12-24 months
- Application of lessons learned for re-running the campaign
- Use of various sources of fundraising

## For Individuals

### The Global Fundraiser

- At least 5 years fundraising experience
- Must be able to provide evidence of fundraising success over a sustained period of two years or more
- Must be able to demonstrate how your efforts have turned the organisation around or have increased its reach and impact
- What are the critical success factors of your fundraising career so far (what is your USP?)

### The Outstanding Volunteer

- Entries from individual volunteers and philanthropists are welcome
- Evidence of how your contribution has impacted on the work of the organisation
- What are your long-term plans as a volunteer?



The entries showcased in this brochure are examples of inspirational organisations and individuals who have demonstrated real innovation, resourcefulness and commitment to fundraising for a wide range of worthwhile causes.

We are proud to see that the Global Awards for Fundraising is growing as more countries recognise the importance of celebrating the efforts of their finest national fundraisers to help optimise best fundraising practices around the world. Entries were received from 11 countries this year; almost doubling the number of countries which participated last year and the high standard of entries presented some tough competition for the top spots. The idea of rewarding quality and sharing learning ties in with the Resource Alliance's core values of promoting excellence and best practice and to be inclusive and diverse, so we look forward to seeing the Global Awards continue to grow, with more countries developing their own national awards programmes and getting involved in the years to come.

Congratulations to all those who submitted entries to the Global Awards this year; we hope you found the experience both useful and rewarding. We look forward to your participation in next year's competition, using the process as an opportunity to learn and develop.

On behalf of the Resource Alliance Board and team I would like to thank the panel of judges, assessors and partners for the hard work and dedication they have put into making this another successful year. We would also like to extend our heartfelt thanks to RAPP, the sponsor of the Global Awards, without whom this ground-breaking initiative would not be possible.

I hope you enjoy celebrating together with the winners and participants of the Global Awards this evening!

**Neelam Makhijani**  
Chief Executive, The Resource Alliance

## WaterAid, UK

**What the judges said:** This is an example of not only performing excellent segmentation but acting on it to achieve a higher level of engagement which resulted in an amazing return on investment. WaterAid were able to identify the potential of a specific group of donors and offer them a new incentive to give.

**Profile:** WaterAid's vision is of a world where everyone has access to safe water and sanitation. Its mission is to transform lives by improving access to safe water, hygiene and sanitation in the world's poorest communities. It works with partners and influences decision-makers to maximise its impact.

WaterAid wanted to get supporters with the potential to give significant gifts (between £475 and £4,999) giving those gifts, but also wanted to test thoroughly the theory that higher investment in a middle donor programme would deliver significantly improved net contribution, so investment could be channelled out of one area and into another. A straight-talking, highly personalised programme was developed, giving a 'warts and all' insight into the opportunities and challenges of delivering water and sanitation in one district of Mozambique. The proposal asked for a significant investment. Targets of a return on investment of 3.9 were set. Actual results showed an overall return on investment of 6.05.

## Ashinaga, Japan

**What the judges said:** Ashinaga has succeeded in starting with a personal story and going on to institutionalise it to make a wider social change. As well as an absolutely incredible return on investment, Ashinaga has shown great sustainability which has the potential to continue over many years.

**Profile:** Ashinaga, a Tokyo-based non-profit, has provided financial assistance and emotional support to 85,000 children bereaved of one or both parents, by illness or natural disaster, and to children of the seriously disabled. For 40 years, Ashinaga has enabled students to stay in high school and continue on to higher education.

Since 1970, their own aid recipients have helped lead biannual, outdoor fundraising campaigns across Japan, helping make Ashinaga one of the most familiar and respected charities in Japan. These campaigns have also enabled 25 international students, to date, from Uganda, Haiti, Afghanistan and Iraq to attend universities in Japan. The "100-Year Vision for Africa" aims to increase university attendance in the world, to help reduce poverty and foster new world leaders. The name "Ashinaga" derives from the novel, Daddy-Long-Legs (Japanese: Ashinaga Ojisan) by Jean Webster. Receiving no government subsidies, Ashinaga's work is entirely funded by individual donors and private companies.



## Headstrong, Ireland

**What the judges said:** The Think Big campaign demonstrated corporate engagement over and above a corporate partnership to create strategic and long-term personal connections between employees of the company and the cause, which have the potential to outlast the campaign.

**Profile:** Think Big is a brand new programme which empowers young people to deliver projects in their community, helping them to make real and significant changes to young peoples' mental health. In partnership with Telefonica O2, Think Big focuses on the issues that young people have consistently named as their biggest concern – mental health and the factors that impact on it. The idea was to give young people opportunities to be connected to their communities, offer solutions, address mental health issues and be seen as assets rather than problems. This exciting project creates a movement to encourage young people to articulate the change they would like to see happen and to be part of that change. The project also widens opportunities for young people to engage in Headstrong's work. Young people can join the Think Big online community and develop or support others to develop project ideas.



## Development Association for Human Advancement (DEHAT), India

**What the judges said:** This entry proved that it is still possible to achieve outcomes even in the face of adversity. Operating in an extremely rural part of the poorest state in India, DEHAT have demonstrated amazing resourcefulness and effective mobilisation of the resources available to them locally.

**Profile:** 'Developmental Association for Human Advancement [DEHAT]' is a voluntary development organisation. DEHAT's major areas of intervention are focused on and aim to ensure children's rights, working intensively in 973 villages in 8 blocks of some of the most underprivileged districts in Uttar Pradesh state, namely Bahraich, Sonbhadra and Shrawasti, which has the lowest female literacy rate in India). DEHAT's partners include UNICEF, IIMPACT, CRY, PATH International, Sir Dorabji Tata Trust, Japan International Cooperation Agency and Child Line India Foundation.

DEHAT was awarded the Manjunath Shanmugam Integrity Award 2009 and the NGO of the Year Award 2010 at the India NGO Awards 2010 for its grass-roots efforts aimed at empowering women towards ensuring their right to work, right to food and right to participation in decision-making processes at the local self-governance level, which included the establishment of a community-managed 'village fund' in each village to which every household contributes Rs. 1/- per family member every month.



## Living Earth Uganda, Uganda

**What the judges said:** This is an excellent example of mobilising local resources in an extremely practical way, as well as a great effort to engage the local community in what has developed into a thriving social enterprise.

**Profile:** Living Earth Uganda (LEU) is a natural resources and environmental management NGO that was licensed to operate in Uganda in September 1999. LEU promotes awareness and skills creation in environmental management, to prompt communities and other stakeholders to translate right ideas into action.

LEU entered the NGO Global Awards under the category of "Big idea, Small Grant" where it shared the idea of turning "waste into wealth" through use of biodegradable waste to form charcoal briquettes. LEU addressed a problem of climate change and global warming faced by Uganda and Africa in general, which is a result of continuous cutting of trees in search for charcoal and firewood. It is for this reason that LEU innovatively came up with the idea of briquettes. The initiative has provided a sustainable alternative to charcoal and firewood, improved people's income through sale of briquettes and has drastically reduced on the outbreak of hygiene-related diseases caused by poor waste/garbage disposal.



LEU awards cleaning material to the communities

## Cerrado Conservation Centre, Boticário Group Foundation, Brazil

**What the judges said:** Well-thought-out recognition of donors cultivated excellent donor relationships through this campaign, which presented donors with a great incentive to engage with the implementation of the project. It brought a sense of fun to what can be a difficult cause, and demonstrated good transparency and accountability.

**Profile:** The Boticário Group Foundation for Nature Protection is a Brazilian non-profit organisation with the mission of promoting and performing nature conservation actions. In 2010, the Boticário Group Foundation promoted a campaign exclusive to Boticário franchisees for the raising of seed money to build the Cerrado Conservation Centre, located at the Serra do Tombador Nature Preserve, which is maintained by the institution. The campaign's motto was to encourage franchisees to bequeath their legacy to future generations, emphasising that the financial contribution to the construction of the Centre would present a unique opportunity to support the maintenance of the Cerrado, which is Brazil's second most endangered biome. The donation was given on behalf of someone in a way of pay tribute to this person.

314 franchisees made donations. In total, US\$ 413,442.18 was raised for the construction of the Centre. All honorees will have their names engraved forever at the Centre.



## World Run Campaign, World Vision, Finland

**What the judges said:** This multi-format campaign succeeded in communicating the true difference that donations will make to recipients of World Vision's work, providing people with a concrete way of participating in the organisation's work and greatly surpassing their fundraising goal for the campaign.

**Profile:** World Vision Finland and Rautakirja Oy (a Finnish retail specialist) executed a Water Run campaign during the summer of 2010, with the aim of raising €50,000. This goal was exceeded by 61% with a total of €82,000 raised. The money was used to improve the water and sanitation conditions in Kalpitiya, Sri Lanka by building a wind and solar power-operated water treatment plant.

During the summer of 2010, anyone willing to volunteer could take a water can from one R-kioski store to the next by walking, running, bicycling, or by any other form of muscle power. For every new store a can was taken to, Rautakirja donated 100 euros. The goal was to reach 150 R-kioski stores between June 9 and August 31. This goal was met ahead of time, on August 13. Altogether, the water cans travelled 2,500km across Finland. In addition, Rautakirja donated €0,20 of each water bottle sold in R-kioski stores.



## Help the Oma, Diakonia Frankfurt, Germany

**What the judges said:** This inspirational campaign manages to successfully make a difficult cause trendy, creating an emotional connection which everyone can relate to. There is also added value in the fun for all those involved!

**Profile:** In the multicultural financial metropolis of Frankfurt, the gap between poverty and wealth varies widely. Diakonie Frankfurt, with 500 full-time and 300 volunteer employees, offers 54 services for the homeless, people with addiction, handicapped, elderly, immigrants, children and women.

The 'Help the Oma' campaign sought to gain new volunteers. Extraordinary 'promotion girls', 3 charming old ladies, pretended to be a little more needy than they actually were, for example, while crossing the street or fighting with a ticket machine. Passersby who helped the ladies received a flyer, 'It's you we're looking for'.

Everything was filmed with a hidden camera and placed on [www.help-the-oma.de](http://www.help-the-oma.de), where people could learn more about volunteer opportunities and apply directly. As a result of this campaign, Diakonie was more present on TV, in newspapers, the radio and internet than ever before. With a budget of only €6,000, 9,531,907 media contacts with a value of €228,534 were reached. 13,285 people visited [www.help-the-oma.de](http://www.help-the-oma.de) and around 700 still do every month. 50 people started volunteering shortly after the campaign started.

**Diakonie**  
Frankfurt am Main



Promotion Girls

## Pills for the Pain of Others, Doctors without Borders, Spain

**What the judges said:** As well as innovation, the best thing about this campaign is its adaptability and replicability. This campaign is so practical, while using relatively few resources, that it has the potential to be used cross-border, in any country, context and language.

**Profile:** Doctors without Borders (MSF) Spain is an international medical humanitarian organisation which brings international assistance to populations in distress and victims of disasters of natural or man-made and armed conflict, without discrimination by race, religion or political ideology.

The campaign revolves around a new 'drug' called 'Pills against the pain of others', a small box of 6 sugar-free mints sold in pharmacies for €1, the proceeds of which are used for the diagnosis and treatment of patients in developing countries, i.e. those who have no pills for healing and no access to treatments. Inside each box was information on the benefits of action, neglected diseases, the effects of the pills, the work of MSF, etc. Over 15,000 pharmacies participated in the campaign and within 3 months, 3 million boxes of pills were sold, with the money raised allocated to AIDS programmes in Zimbabwe and Bolivia.



## Jonathon Irwin.

Jack & Jill Children's Foundation, Ireland

**What the judges said:** This is an outstanding example of a passionate response backed up with the vision to make a big and sustained impact. With commitment, strategic planning and innovation, Jonathan has grown his organisation, taking it from strength to strength with his pioneering approach to fundraising.

**Profile:** Jonathan Irwin, now 70 years young, established the Jack & Jill Children's Foundation in Ireland in 1997, based on his own family's experience caring for his son Jack. The Foundation, the only one in its field in Ireland, designs, funds and delivers home nursing care to families of children with brain damage who require intensive home nursing care, as is their right.

The Jack & Jill model of home nursing care is better for the child, the family and the taxpayer, with hospital care costing nine times more. So far, Jonathan himself has raised €32 million privately, supporting 1,431 precious children, while receiving only €4.5 million in State aid. He created a whole new currency out of "waste" and his was the first Irish charity to turn unwanted mobile phones into cash, extending this to computer games and crutches. Jonathan's ability as a story teller, innovator and fundraiser has given Jack & Jill the recognition and funding to keep flourishing.



## Martia Mubiru.

Epilepsy Support Association of Uganda, Uganda

**What the judges said:** With few resources and only a small team, Martin showed both strategic communication with stakeholders and a fantastic example of successful stewardship. Not satisfied with fundraising for one cause only, Martin has admirable ambitions to apply his fundraising talents to developing initiatives across Uganda.

**Profile:** Epilepsy Support Association of Uganda (ESAU) exists to become the leading organisation that empowers people with epilepsy to participate in development processes. Martin has assisted ESAU to diversify its sources of income by adding corporate companies and private individuals, using a mix of strategies. Now the organisation taps from different sources of income and it maintains a powerful donor cultivation programme. This ensures a progressive growth of the donor base from which the organisation can plan to tap resources every year.

The organisation can now easily predict its income for the subsequent years, based on the existing donors and what level or stage of donor development at which they are. Project and proposal development has also been structured in such a way that allows efficiency and quick development using simple tools and, as a result, quality proposals are developed in much quantity that increases grant acquisition success.



## Melissa Smith.

University of Technology, Sydney, Australia

**What the judges said:** Melissa applied her own personal commitment to social change, securing a gift not only of such magnitude but also from a very new market that it has earned her a place in the history books of Australian philanthropy.

Melissa Smith, Director, Development, RMIT University was formerly Development Manager at the University of Technology, Sydney (UTS). While at UTS in 2010, Melissa led the strategy for the successful AUD\$25 million ask from Chinese businessman Dr Chau Chak Wing for a new Business School building, designed by internationally acclaimed architect, Frank Gehry. From the gift, \$20 million will be directed towards capital, and \$5 million towards establishing an endowment fund for scholarships for Australia-China exchange. To date, this is one of the largest gifts to an Australian university, and the largest donation from a mainland Chinese individual to any international institution. It also ranks in the top 10 largest gifts in Australian philanthropic history. The leadership gift established UTS' philanthropic capacity and raised the University's profile both locally and internationally.

Prior to UTS, Melissa Smith established philanthropy programs at the Sydney Opera House, Powerhouse Museum and currently at RMIT University, one of Australia's largest and most international universities.



## Ada Banks. Cancer Council Queensland, Australia

**What the judges said:** Over 15 committed years, Ada has become connected by head, heart and spirit to Cancer Council Queensland, and this personal link has made her a brilliant advocate. Always innovating and trying new ways, Ada's efforts demonstrate a true understanding of the needs of the organisation.

**Profile:** Cancer Council Queensland was established 50 years ago this year, in 1961, by a dedicated group of Queenslanders who saw an urgent need to support the growing number of people being diagnosed with cancer. For the past 50 years, the generosity and commitment of volunteers and community members, has enabled Cancer Council Queensland to invest \$250 million in supporting Queenslanders affected by cancer. This includes over \$100 million on life-saving cancer research, over \$100 million towards supporting cancer patients, and over \$50 million on cancer prevention and early detection, all thanks to community donations and fundraising efforts.

Over the past 15 years Ada has dedicated her life to raising funds to help Cancer Council Queensland find a cure for cancer. Through fundraising events such as the Daffodil Ball, Run For A Cure, Daffodil Day, Relay For Life, Australia's Biggest Morning Tea Ada has been able to raise just over \$300,000.



## Harry Becher and Catriona Blampied. Breakthrough Breast Cancer, UK

**What the judges said:** Harry Becher and Catriona Blampied have set a new benchmark for fundraising volunteers, now and in the future. Through the magnitude of the return on their efforts, Harry and Catriona have shown that, by making the best use of resources available, volunteers can make a tangible difference to their chosen organisation.

**Profile:** Too Many Women is an incredible campaign that was started by friends Harry Becher and Catriona Blampied, who shared the recent experience of having both their mothers diagnosed with breast cancer within a few months of each other. The outpouring of support they received inspired them to make a difference in memory of Harry's mother Judes, and as thanks for the treatment received by Catriona's mother, Marilyn.

They asked 201 people to raise £500 each. Those 201 friends then asked 9 of their friends to do the same, equalling over £1million raised! All money raised is going to Breakthrough Breast Cancer, a pioneering charity dedicated to improving and saving lives through finding the causes of breast cancer, enabling early detection, ensuring precise diagnosis, discovering new and better treatments and improving medical services.



Only winners of national fundraising awards programmes are eligible to enter the Resource Alliance Global Awards for Fundraising. Those nominated by their National Associations must complete an entry form per category.

The Resource Alliance shortlists the best entries per category, which will then be received by a panel of five eminent judges, who are experts from various walks of life and professions. The panel then selects one winner for each category.

Panel of judges

## Andrew Watt, us

Andrew Watt, FInstF, is President and CEO of the Association of Fundraising Professionals (AFP), the professional association responsible for generating philanthropic support for nonprofit organizations. AFP is the largest community of fundraising professionals in the world with 30,000 members in more than 200 chapters.

Previously, Andrew was employed by the Institute of Fundraising in the UK, where he served as deputy chief executive. Andrew was made an Honorary Fellow in recognition of his extraordinary service to the profession.





### Liz Showell, uk

With over 20 years' experience in not-for-profit management, Liz has held senior positions in welfare, disability, global animal welfare and children's palliative care organisations and was most recently Director of Fundraising at The Children's Society.

A certified member of the Institute of Fundraising, she has served as a member of the National Convention Board, spoken on many occasions and was a judge for the Institute National Fundraising Awards.

### Mette Holm, Denmark

Mette Holm is President of the European Fundraising Association and the Head of Secretariat in ISOBRO (The Danish Fundraising Association). With a focussed drive for promoting the professionalism of fundraising and influencing the political climate in attuning with the 3rd Sector, she serves as proficient ambassador and inspirer as well as troubleshooter in the NGO environment. Mette is happily married to Ronny and makes a killer vegetable stew.



### Nirja Mattoo, India

Nirja Mattoo is a Chairperson at the Centre for Development of Corporate Citizenship, S. P. Jain Institute of Management and Research, and is pursuing a doctorate from Mumbai University. Nirja represented Asia at the Global Social Venture Competition at the University of California, was a finalist in the Faculty Pioneer Award at the Aspen Institute Business and Society Program, and lent her expertise to assessing micro-entrepreneurs for the Citi Micro Entrepreneur Awards.

### Theo Sowa, Ghana

Theo's work with international organisations and foundations including UNICEF, the African Union, DFID, and UNDP led to her appointment as an advisor to President Nelson Mandela and Mrs. Graça Machel at the Global Movement for Children. She is a board member of the Children's Investment Fund Foundation and was publicly appointed as a board member of the Charity Commission for England and Wales and awarded a CBE in 2010.

