

GA 2 Working Group Report: Fundraising

1. Fundraising and local clusters

There is a broad consensus amongst the Alumni, that fundraising activities should predominantly be carried out in the **framework of the local clusters**. Fostering face-to-face contacts between the local Alumni, providing external visibility of the association, and making use of the environment and resources local alumni have at hand (contacts to partners, venues, universities, employers) are just some of the added values. While introducing “persons in charge” for the top clusters and the establishment of hierarchies in general was largely dismissed, guidance and incentives from the Board were largely welcomed. Therefore, possible ideas for fundraising events should be forwarded to the local clusters.

On occasion of the General Assembly “**The Title 8 Project**”, a film about legal empowerment in New York City in the framework of its human rights commission by Alumni Antoine Meyer was screened. The board acquired 10 DVDs of the film and will forward it to the biggest local clusters encouraging them to schedule a screening for fundraising.

As an incentive to foster HR&D projects, outreach work and fundraising activities, it was proposed to award an annual “**Human Rights Campaigner of the Year Prize**” for the person or collective implementing the best/most/biggest project.

Although E.MAlumni’s financial resources are still limited, they can be used as the basis for fundraising activities in the form of **providing loans**. Graduates can “apply” for a loan by simple request to the board. The activities should fulfill the following criteria:

- The project is in line with the Association’s objectives.
- The project contributes to the Association’s outreach activity and standing.
- The project will generate the exact amount or a higher amount of funds that has been advanced through the Board. Exceptions could be made possible on single case basis.
- The project management comprises a transparent and well administered budget and proofs of purchase.

Country	Number of E.MAlumni
Belgium	79
France	33
Italy	33
Austria	30
United Kingdom	28
Greece	25
Netherlands	25
Germany	24
Switzerland	24
Portugal	21
Spain	21
Denmark	16
Poland	13
Ireland	12
Luxembourg	12
United States	9

E.MAlumni High Density Areas

Source: Mailchimp Email List Management 09.09.2011

2. Funds from the EACEA¹

E.MAlumni could apply for funds from the EACEA, The EU's "Education, Audiovisual and Culture Executive Agency".

The agency awards operating grants for one financial year and project grants for specific activities.

2.1 Operating grants

Operating grants are awarded up to an amount of EUR 25.000 (flat-rate grant). Higher grants (budget-based) are possible but require additional bookkeeping efforts.

E.MAlumni would most likely be eligible for funding under the agency's *Citizenship Programme / Action 2 - Active Civil Society in Europe / Structural support for European public policy research organisations and think tanks / Measure 2: Structural support for civil society organisations at European level*.

Deadline for submission is around October 15 every year. At this time a detailed action plan for the upcoming financial year has to be drawn up. **For 2011 the preparation time was sufficient to realize such a grant application. Nevertheless, the respective preparations should be made in 2012.** The idea is to 1) set up a working group, inquiring E.MAlumni's chances of grant awarding through direct contact with the agency 2) synchronizing the E.MAlumni's action plan with the agency's application deadlines in order to move quickly and 3) taking the EU's action plan layout as a model for E.MAlumni's annual action plan in order to ensure smooth adaptations.

2.2 Project Grants

EACEA also awards project grants under their *Citizenship Programme / Action 2 - Active Civil Society in Europe / Measure 3 – Support for projects initiated by Civil Society Organisations*.

Deadline for submission is around February 1 every year. Usually civil society organizations from at least two member states need to be involved in the project.

It was proposed that an **open list of initiatives is set up on the website** (an explicit call may be necessary).

Emilia Venetsanou proposed a **concrete initiative in relation to the right to food**:

- A one day event (possibly also in connection with the E.MAlumni annual theme) to be implemented around the "Nutrition Day" (October 16). In a second step, more ambitious steps like a summer school event or an event related to the HR-village in Venice could be envisaged.
- Fund raising through an array of partnerships and sponsorships, whereas EIUC has to be the first partner (other: associations active on the subject, Venice municipality, bank foundations).
- Start: Application February 2012, implementation from August 2012.
- 25.000€, funding should easily be accessible to E.MAlumni.
- Leadership: Emilia Venetsanou / The possibility of holding an E.MAlumni title for the time of application and implementation should be envisaged for external representation.
- Through the initiative, stronger relations to external actors, such as selected MEPs, can be fostered by showing that E.MAlumni is a trustful partner in the promotion of their HR-agenda.

¹ http://eacea.ec.europa.eu/citizenship/programme/documents/2011/programme_guide_en.pdf

3. Service provision

Graduates spoke in out in favour of **connecting fundraising with service provision**, as the overall objective lies in making the association known, which -in turn- provides us with additional leverage. One of the proposed services is the **revitalization** of an EIUC project that was cancelled due to insufficient funding. **The newsletter called “The European Week of Human Rights and Democratisation”** informed the academic staff of the participating universities about HR&D developments in the Brussels environment, e.g. the activities of the different institutions and NGOs in this field. A request on copyright clearance has been filed to Prof. Benoit-Rohmer (18 September 2011). The required software (web-based newsletter) is available.

Financing could be ensured over partners (Logos), subscriptions (e.g. 1 EUR per weekly edition), selected advertisements, and grants (the eligibility of the project under the EACEA Project Grant will be inquired).

After Prof. Benoit-Rohmer's possible go-ahead, a survey could be sent to the participating universities, asking for the added value of such a service and the possible price they would pay.