

EVENTS

GROUP EVENTS

South East

Evening Seminar - Business Planning in the Voluntary Sector, 24 March 7pm, Brighton

This vital evening will provide an informed framework for fundraisers across the region who regularly need to input into strategic planning processes or kick-start them to aid your own fundraising!

West Midlands

Introductory Certificate in Fundraising, 29 March, 9.30am-4.30pm, Birmingham

This one-day accredited course develops knowledge and skills for those not yet working in the sector who wish to find out more. It replaces and improves upon our previous What is Fundraising? course, as it leads into the professional fundraising training process.

London

April First Thursday, 7 April 6-9pm, London

The Liverpool Chamber of Commerce, LCVS and United Way are pleased to invite you to our second charity networking event of 2011. A must for charitable organisations, particularly fundraisers and marketers, as well as businesses wanting to work with charities.

CENTRAL EVENTS

Legacy Fundraising Seminar

29 March, 9am-1pm, London

This seminar will explore various aspects of legacy fundraising and provide you with an update on the latest legislation surrounding the technique, as well as useful tools to help you make your organisation's campaign a success.

Corporate Fundraising

18 April, 9am-5pm, London

This conference will help you to understand how charities and corporates can build successful long term partnerships which meet both the needs of the charity and objectives of the corporate.

All events and booking forms can be found at www.institute-of-fundraising.org.uk/events

The sector needs its mentors

Mark Hughes, director, mch consulting



I'll always remember my first day as chief executive of Rumbalara, an Aboriginal sporting and community development organisation. I'd been told the finances were "delicate". The accountant then told me we were six to eight weeks away from insolvency, and the treasurer explained that he was "not very good with numbers". I suddenly felt very alone: there was no other senior manager in the organisation and certainly no fundraiser.

Fortunately, the wisdom of the indigenous culture came to the rescue through the system of elders, whereby experienced

community members guide the less experienced. Rumbalara's chairman intuitively saw the need for mentoring, and mentors soon made my working life much easier, effective and enjoyable – and life outside work more pleasant too.

Since then, I've been 'sold' on the value of mentoring. One such project was IoF South West's mentoring pilot last year. The fact that it is already planning to run the programme again and IoF London wants to deliver its own mentoring pilot strongly suggests there's a real need for mentoring in fundraising. Why?

The answer lies in both the characteristics of a healthy mentoring relationship and the realities of fundraising. A great mentor is independent, experienced and skilled, and gives their time with no expect-

ation of a return. Everyone could benefit from such a person, but particularly someone who is solely responsible for an organisation's income generation, who is managed by someone without fundraising experience and has a minimal professional development budget. Such people fill the fundraising roles at countless charities.

Mentoring's focus is very much on the mentee, but almost all mentors gain just as much from the relationship. In addition to the warm glow that comes with giving something back, mentoring offers an ideal environment for self-reflection and for enhancing the emotional intelligence and communication skills required for great management and leadership.

If you haven't already, I hope you find yourself a mentor or mentee, or both.

Where to go for more information

The **IoF's mentoring scheme** has been designed to offer junior and middle management fundraisers access to the experience and knowledge of senior fundraisers and individuals, to help them with a range of work-related issues over 12 months. The scheme will offer mentees a flexible service that will consist of face-to-face, email and telephone support. Mentors deal with a range of issues including the practicalities of fundraising, strategic planning, and working relationships.

Hot issue: giving incentives

The government may be championing a new agenda through its *Giving Green Paper*, but the reality for charities is that encouragement for giving has been around for many years and is set to continue. In submitting its response to the paper on behalf of its 330 Organisational and 5,000 Individual members, the Institute has shown how vital fundraising is in sustaining our sector.

While it is always tempting to look to the US for solutions that would stimulate giving in the UK, it is necessary for charities to look behind the 'philanthropy' buzzword. Gifts from the super rich have a high value, but extending everyone's

propensity to give means a greater opportunity for fundraisers to develop relationships with donors, making an ultimate difference to the Big Society.

In addition to supporting further research into the motivations for giving, a further clear call to action from government concerns simplifying the tax system. This would help to achieve the goal of making giving a more democratic business, allowing greater numbers of charities to benefit from Gift Aid. We ought to remember that tax breaks for major donors in the UK are already higher than in the US; the incentives that do exist need to be made clearer to donors.

Putting fundraising at the heart of growing a giving culture in the UK means advocating practical ways in which charities can ask for donations and people feel inclined to give more.

Last chance

The IoF Academy Fundraising Skills – Event Fundraising level 2 course aims to develop and consolidate understanding, knowledge and application of events fundraising principles and techniques. It is in London, 9am-5pm on 11 and 12 April. Visit www.institute-of-fundraising.org.uk/academy.